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Evaluation of Eco-labels for SMEs in Nature-based Tourist Destinations

Development and Application of a Scoring Methodology

Master's thesis in Industrial Ecology
Supervisor: Dina Margrethe Aspen
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Master's thesis

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Preface

This Master Thesis in Industrial Ecology at NTNU in Trondheim was carried out during the spring semester of 2019, with the collaboration of NTNU-Ålesund as an effort to make a comparative assessment of eco-labels to measure sustainability within the Small and Medium Enterprises (SMEs) in Geiranger and other nature-based destinations.

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Enrique Augusto Ruz Gamboa

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E.R.G

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Abstract

Small and Medium Enterprises have started becoming aware of the sustainability burdens produced by the increasing of the tourism industry worldwide. Nature-based destinations are vulnerable to overdeveloping consequences promoted by tourism. An approach for SMEs to contribute to sustainable development where their businesses are carried on is to certify their products and services with eco-labels. Eco-labels fundamental objective is to help consumers identify products and services which claims to meet specific criteria or standards. Nevertheless, due to a large number of eco-labels found in the market, there is an increasing need to develop relevant criteria to condense all of the options to track the most pertinent ones. Here, eight eco-labels for tourism products and services are selected to further on be analyzed and evaluated under five criteria: SDGs Coverage, Product and Service Relevancy, Resource Requirements, Communication Power, and Credibility. In order to show the eco-labels evaluation results, a scoring system was developed to ease the drawbacks and benefits understanding process. Results indicate that Miljøfyrtårn and the Green Key fulfill the majority of the criteria with high-level scores, so they are recommended to be adopted by SMEs in Geiranger. Likewise, the scoring system is intended to serve as a guidance tool for further research to analyze and compare eco-labels for determined regions. Furthermore, although none of the eco-labels scored high in all of the criteria, aspects of improvement were noticed and are recommended for more sustainable practices. There are also opportunities for eco-labels to become more widely and successfully used within SMEs in nature-based destinations by using a scoring system methodology to measure their performance.

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Chapter 1

Introduction

1.1 Background

Measures to enhance sustainability have been a target to fight against climate change and other environmental impacts [73]. Rural communities in Norway and other countries have gone through structural changes in their economy, going from primary activities to services industries, such as tourism, as an economical method to obtain profit and improve quality of life [89]. Tourism is one of the most growing economic activities in the world, and it has the potential to have meaningful impacts in the communities where it is practiced, positively or negatively [36, 54].

In 2015, Norway experienced the highest tourism traffic in history, with around 1.2 billion tourist arrivals, which accounted for 4.1% of Norway's GDP [61]. A substantial share of these tourists, come to Norway via cruise ships. Cruise tourism has shown annual growth of 8.9% between 2000 and 2014 [24], and it is expected to continue growing in the following years [24, 13, 48].

Situated in south-western Norway and located more than 100 km inland (A.7A.8), the Geiranger fjord is considered to be one of the most scenic fjords areas on the planet. The Geiranger fjord is located in in the Møre og Romsdal county within the Stranda municipality [20]. In 2005, The Geiranger and Nærøy fjords were granted the status of World Heritage sites by the UNESCO, under the premise of their outstanding natural beauty along with their particular geological characteristics, representing well-developed examples of a classic fjord view [77]. After obtaining the status of a World Heritage site, Geiranger has had an increase in the amount of annual interna-

tional and national visitors attracted by the nature of this destination [20].

Nature-based tourism destinations enable visitors to appreciate and enjoy nature closely [88], and in order to keep a nature-based destination sustainable, there should not be any enduring deterioration of the natural environment [88]. Nowadays, Geiranger is the second largest cruise ship port in Norway after Bergen, in regards to the port calls, with around 200 dockings each year [20, 61]. Furthermore, during high-season (May to September), around 800 to 1 million people visit Geiranger every year, [20].

As a consequence of high seasonal variations, Geiranger experiences new sustainability challenges. Likewise, these problems have caught the stakeholder's attention over the social, economic, and environmental impacts that are and might affect the Geiranger region in the future[62]. Small and Medium Enterprises (SMEs) are trying to adopt more sustainable practices procedures and strategies [64], and eco-labeling their products and services can represent a mean to fight back these impacts generated by tourism. However, due to the increasing amount of different eco-labels in the market, SMEs can often become confused and skeptical about which might be the best choice [19].

Eco-label's primary goal is to help to identify a product or service under the premise that specific criteria or standards have been met [41], In order to achieve this goal, an eco-label must be transparent, reliable, broad and with well-established criteria coverage within the correct market niche [11]. Therefore, there is a current need to develop criteria to evaluate eco-labels which focus on Geiranger sustainability gaps. The purpose of this study was to develop assessment criteria for tourism eco-labels. Criteria are meant to be applied to the selected eco-labels to score their performance within SMEs. Results will potentially be a resource to provide recommendations to SMEs during their decision-process making when choosing an eco-label, that could potentially contribute to improving sustainability within companies in Geiranger and surroundings.

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1.2   Problem formulation

The main focus of this study lies on exploring state of the art within eco-labels for products and services, to compare and analyze those which are applicable for Small and Medium Enterprises located in the nature-based destination, having Geiranger as a study case. Besides, this study is intended to function as the foundation for extended development and further studies. The main objectives of this Master Thesis are:

1. Collect and structure relevant literature related to eco-labels used within the tourism industry.

2. Develop evaluation criteria set to conduct a qualitative comparative analysis among selected eco-labels.

3. Create a comparison value scale to asses eco-labels based on the developed criteria

4. Compose a report based on the results from the comparative analysis.

5. Provide recommendations and further research work recommendations about eco-labels that could potentially be acquired by SMEs in Geiranger's to improve sustainability performance.

1.3 Limitations

While this study was conducted with the utmost regard for the unbiased truth, as with any study, it has been subjected to the influence of its limitations. The first limitation has been a time constraint since the deadline of this study is only 20 weeks to conclude despite a full workload which, had it not been present. Despite having contributed work worthy of the utmost confidence, these time constraints are worthy of mention. The second limitation has been that of data bias. Credible public information on the topic was diligently pursued, but this information is missing data validation and corroboration. The third limitation involves the scoring evaluation methodology. This study was concerned with only 8 of the Eco-labels, without mathematical models having been applied to develop the scoring system. The fourth limitation was the way I applied my evaluation to the data, which was normalized based on the collected data from eight Eco-labels. Such evaluation yielded results from the SDG coverage criterion that were obtained through interpretations and assumptions. The fifth limitation is that the criteria used were based on only three properties, using relevance, ease of availability, and clarity while omitting comparability and credibility. The sixth limitation was that of the stakeholder's involvement, with neither SMEs nor consumers having been taken into account in this study. The seventh limitation was the fact that there is a lack of previous research studies about Eco-label scoring systems in Nature-based destinations. The inclusion of such information would have helped to reach a more thorough analysis of the situation. The eighth and final limitation was that this study only considered evaluating eco-labels type I.

1.4   Approach

The general scientific approach for this study starts with a literature review of the theoretical background behind sustainable development, eco-labels, nature-based destinations, and Small and Medium Enterprises (SMEs). Eight tourism-linked eco-labels were selected with the intent to evaluate according to some of their attributes.

Criteria to evaluate eco-labels based developed and defined using qualitative analysis. Subsequently, a scoring system was developed used quantile normalization from the data collected. Following this step, the scoring system was applied to the selected eco-labels. After completion of the scoring system application, results were analyzed to conclude on further recommendations for eco-label adoption and future research.

1.5   Structure of the Report

The rest of the thesis is structured as it follows. Chapter 2 gives an introduction of the basic theoretical concepts. Chapter 3 gives an insight of the undertaken methodology steps. Chapter 4 encompasses results and discussion altogether. Chapter 5 gives a summary of the conclusions and recommendations for further work.

Chapter 2

Literature Review

2.1 Sustainable Development

Sustainable development is defined by Griggs [35] as *"the development that meets the needs of the present while safeguarding Earth's life support system, on which the welfare of current and future generations depends".* Likewise, there has been identified four aspects within the sustainable concept that are all interconnected: Economic, social, environmental, and institutional. These aspects are imperative and must be managed within a conceptual framework accordingly so that a specific spatial reference could be considered sustainable [72][78].

Sustainable development, along with its dimensions, has been one of the main concerns worldwide. Avoiding sustainable development measures could lead to social inequalities, environmental impacts, and economic losses [5], and one of the sectors which there is focus on now is transportation. Therefore, improving indicator systems to quantify and audit sustainability within transport is a crucial responsibility for many authorities worldwide [73].

2.1.1 Sustainable Development Goals (SDGs)

Sustainable Development Goals are an agenda put forward by the United Nations that works as a "blueprint for peace and prosperity for people and the planet" (United Nations Department

of Public Information). Made up of 17 Goals that are the center of the call-to-action, they are designed to inspire countries to tackle the issues facing our world today. The goals contribute to Sustainable Development by providing the outline toward which countries and companies should strive to bring into their practices. These goals contribute to SD by providing the context into which companies should place their decision-making to achieve SD. In evaluating the benefits of adopting the SGs, the temptation to look purely at financial motivation should be avoided, as "Sustainable Development Goals (SDGs) results in many ecological, social, and economic consequences that are inter-related" [75]. This widened view takes into account the responsibility of the company in regards to its role in the world in achieving SDGs. Yet this venture can yield profit, as David Cooke of Konica Minolta Australia discovered in when implementing goal number 8 and having "Performance [improve] across many measures: revenue, profit, market share in a declining marketplace, highest number of units placed into the Australian market, increasing prestige associated with the company's brand, and becoming an employer of choice" [7]. With a company maintaining an accurate view of their responsibilities in the world, through the action on such information they can "[find] social economies providing solutions based on reciprocity and an understanding of how parts function within the whole–an understanding that is essential to sustainability" [68]. The implementation of these goals into company policy would be beneficial to value creation by creating a moral framework that consumers know the company follows and would be willing to get behind. The companies that would strive toward achieving these goals would become partners with the ideals of the United Nations, and the consumers in using the product or service would also be partnering with them.

SDG 8 - Decent Work and Economic Growth

Relevancy of SDG 8 dwells in its targets. As tourism continues to grow, the gap between [36, 54] This SDG has a major focus on achieving economic growth while having inclusive and sustainable and employment conditions [46]. However, this SDG also focuses on enforcing sustainable tourism in order to create and boost sustainable tourism to stimulate local products and services through job creation [87]; therefore, it is important to nature-based destinations. Some of the focus concepts indicated in the targets are Social and cultural management, an increase of

economic productivity and sustainable tourism [87].SDG 8 targets are listed in table A.1.

SDG 11 - Sustainable Cities & Communities

Continuous development and economic growth of cities and communities bring up some sustainability challenges. SDG 11 targets focus mainly on efficient urban management and planning 83 to avoid human settlements to experience any of the consequences that negligent urban planning could cause. Nonetheless, SDG 11 is the only one which aims attention to protecting and safeguarding the world's cultural and natural heritage areas 83. Some other intended areas SDG 11 focuses are transportation systems, housing, urban management, green and public spaces, air quality and waste management, among others 83. SDG 11 targets are listed in table A.2.

SDG 12 - Responsible Consumption and Production

Sustainable Consumption and Production Patterns are necessary for the continued operation of nature-based tourist destinations. SDG 12 helps keep countries accountable in their sustainable management and efficient usage of natural resources as they proceed with its 10-year framework of programs on sustainable consumption and production. Part of the goal is to have a substantial reduction in waste generation by the year 2030, through prevention, reduction, recycling, and reuse. These targets fit perfectly in line with the sustainability objectives of nature-based tourist destinations, along with the promotion of sustainable public procurement practices that are under national policies and priorities. Through following these targets, nature-based tourist destinations by 2020 may aspire to achieve environmentally sound management of chemicals and all wastes through their life cycle, significantly reducing their release into the air, water, and soil to minimize their adverse impacts on human health and the environment. SDG 12 encourages companies to adopt sustainable practices and integrate sustainability information into their reporting cycle, along to ensure that people everywhere have the relevant information and awareness for sustainable development and lifestyles in harmony with nature by 2030. The progress toward achieving these goals, along with developing and implementing

tools to monitor sustainable development impacts for sustainable tourism that creates jobs and promotes local culture and products, fits perfectly within the ideal framework in which nature-based tourist destinations should operate [84]. SDG 12 targets are listed in table A.3.

SDG 13 - Climate Action

The targets of SDG 13 fit within the ideals of nature-based destinations in its desire to take urgent action in combatting climate change and its impacts. The goal aims to integrate climate change measures into national policies, strategies, and planning. The incorporation of these measures fits within the desires of nature-based destinations to maintain their natural appeal. SDG 13 aims to improve education, awareness-raising and human and institutional capacity on climate change mitigation, adaptation, impact reduction, and early warning, all goals of nature-based destinations [85]. SDG 13 targets are listed in table A.4.

SDG 15 - Life on Land

SDG 15 is composed of targets whose aim is the same as that of nature-based destinations. By 2020 SDG 15 wants to ensure the conservation, restoration and sustainable use of terrestrial and inland freshwater ecosystems and their services, with a focus on forests, wetlands, mountains, and drylands, while keeping in line with the obligations under international agreements. Also, by the year 2020, they hope to promote the implementation of sustainable management of all types of forests, to halt deforestation, restore degraded forests and substantially increase afforestation and reforestation globally. These efforts contribute toward an optimistic future for nature-based destinations, as this goal aims to take urgent and significant action to reduce the degradation of natural habitats, halt the loss of biodiversity and, again by 2020, protect and prevent the extinction of threatened species. With the same year in mind as their goal, by 2020 SDG 15 wants to introduce measures to prevent the introduction and significantly reduce the impact of invasive alien species on land and water ecosystems and control or eradicate the priority species, while also integrating ecosystem and biodiversity values into national and local planning, development processes, poverty reduction strategies and accounts. By the year 2030, the

target is to ensure the conservation of mountain ecosystems, including their biodiversity, in order to enhance their capacity to provide benefits that are essential for sustainable development. These targets align with the objectives of nature-based destinations and provide a framework to follow that helps them achieve sustainability [86]. SDG 15 targets are listed in table A.5.

2.2 Eco-labeling

Recognized across Europe and the world, the eco-label is "a label of environmental excellence that is awarded to products and services meeting high environmental standards throughout their life-cycle: from raw material extraction to production, distribution, and disposal" [29]. In order for a company to meet the standards necessary for having the label, it must meet the "exigent guidelines for companies looking to lower their environmental impact and guarantee the efficiency of their environmental actions through third-party controls" [29]. At the top of the benefits correlated with the eco-label are the "market gains... at least for those companies that have experience with the EU Ecolabel (i.e., Licence holders). "[42] and "the improvement of competitiveness and the increase of customers/consumer's interest and satisfaction" [42]. Among the reported drawbacks of Eco-labels is "too much documentation/red tape required, lack of external incentives (including fiscal incentives and access to public procurement) and lack of competitive rewards and advantages" [42]. The "lack of competitive rewards and advantages" refers to the "lack of tailor-made external incentives for rewarding companies that propose more environmentally friendly products to the market" [42]. There is a perception among many companies that have the Eco-label of an "an insufficient market response" [42], which "may suggest that, even if the EU Eco-label brings some market benefits, they are lower than those expected by companies applying for the EU Ecolabel [42].

Eco-labels are contributing to SDGs by basing their criteria on "ambitious requirements on environmental quality and are awarded to products and services that achieve a "distinction in environmental performance in comparison to average products or services in that category" [37]. This sought-after distinction encourages businesses to engage in more environmentally conscious methods to become certified with an eco-label, which encourages their contribution

toward SDGs. Even after they have the eco-label that marks their product, service, or company as ". an environmentally preferable product, service or company based on defined standards or criteria" [37], they must maintain "criteria compliance throughout the entire validity of [their] license" [29] or "the Competent Body will request an immediate Corrective Action Plan or will prohibit the use of the EU Ecolabel on that product" [29].Eco-labels additionally help in contributing to SDGs by also "[covering] social and health aspects to varying degrees" [29].

Eco-labels are often used in the tourist industry, with "The use of eco-labels and certification systems in the tourism industry [leading] to an [increased] awareness among tourists and communities, [reduced] environmental impacts of tourism and [protection of the] local environment" [40]. The tourist industry shares in the intentions of the eco-label community, with "the trend of eco-labels … reflected in their shared intent with industry and the economy...to simplify and harmonize standards through geographic and economic regions, while still ensuring they provide quality, credibility, consistency, and transparency" [37]. Such a positive trend coupled with the strict guidelines of the Competent Body bodes well for the future of their continued use in the tourist industry.

2.2.1 Eco-label Adoption Process

There is a process in place for the adoption of an eco-label. "Every product or service supplied for distribution, consumption or use in the European Economic Area market (European Union plus Iceland, Lichtenstein, and Norway) and included in one of the established non-food and non-medical product groups, is eligible for the EU Ecolabel." [29]. The first step in the application process is to contact a Competent Body. This body is "the independent organization responsible for assessing, awarding, and managing EU Ecolabel applications and licenses on the national level." [29]. They will instruct the business as to what documents are needed, including those involved with testing the product or service. If your product or service is "made or located within the European Economic Area (European Union plus Iceland, Lichtenstein and Norway) -> Contact the Competent Body from the country in which the product originates or where your service is located" [29], whereas if "Your product or service is made or located out-

side the European Economic Area -> Contact the Competent Body in one of the countries where your product is marketed or will be placed on the market" [29]. The second step is to register the products and services by following the instructions on the ECAT User manual provided online at the European Commission website. Every applicant must apply so that criteria compliance can be assessed. During the third step of the process, the Competent Body verifies all the information and does further testing if necessary, at the cost of the applicant. The fourth step is the payment of all fees. Fifthly the "Competent Body examines all submitted documentation and gives feedback within two months. They may request more documentation and may also carry out an on-site visit to the supplier's sites, which may carry a fee with it" [29]. During the sixth step, the application is approved or rejected, with a contract and license issued by the Competent Body if it is approved. At the end of this process, the business is free to use the EU Ecolabel in advertising and communication.

2.2.2   Eco-labels Types

There are three types of eco-labels in the 1400 series of standards created by the International Standards Organization (EBSCO Host). Type 1 eco-labeling is "based on the evaluation of several criteria of life cycle by a third party, which grants a license justifying the use of eco-labels with products of a particular product group" [49]. Type 2 eco-labeling is "based on self-declaration of environmental predication by the producer, importer, distributor, retailer or anybody who benefits from the predication while the declaration is not certified by an impartial third party" [49]. Type 3 is "in compliance with ISO 14025: 2006 [and represents] a designation in the form of quantified data related to the environmental load or in forms of tags bearing a graphically expressed load (8). It must always be based on information derived from the evaluation of life cycle of the product in compliance with standards ISO 14040. ELD is a quantified statement on environmental aspects of the given product in all phases of its life cycle. The declaration must be approved by an impartial third party"[49].

2.2.3 Key Performance Indicators (KPIs)

Developing performance indicators to help to measure sustainability has been a critical focus within many cities around the world [73]. Indicators are methodological measures the reality and the asperity. On the other hand, they serve as a tool for identifying and controlling stressing and upcoming situations and problems, by measuring risk and a likely urge for action and once implemented, by measuring the corresponding outcome [36]. Furthermore, performance indicators are crucial instruments used to measure social, competitive, and economic performance, which implies a greater motivation from different stakeholders to increase their attention to attain a prevailing common aim [31].

Furthermore, performance indicators must be defined under a methodological problem set in a study-level in order to reach targets. An indicator must be created to audit outputs to decision-making plans, and their effectiveness can be accomplished if these outputs can be evaluated according to the original action plan implemented in a certain level [71]. Moreover, numerical analysis trends and time comparison among outputs delimit the substance of indicators [45].

According to the World Tourism Organization (WTO), the application of well-formulated indicators could bring the following advantages [36]:

1. Improved decision-making for reducing costs and risks

2. Recognition of arising challenges and impacts

3. Reduction of risk planning errors

4. Measurement and evaluation of policies and activities

A holistic methodology must take place in the building process of relevant indicators if the previous advantages want to be obtained; failure to do so could lead into some technical problems which would affect the desired results [15]. Additionally, there is an increasing need to develop relevant factual indicators from a holistic perspective, under a predetermined framework [39]. There are both pros and cons to KPIs. KPIs can be a handy tool in fine-tuning the goals of a company and having a plan of action to achieve these goals. That said, the "intelligence gathering

for establishing KPIs is a major challenge" [79]. The goals set must be realistic, and special care should be paid since it is very "easy to measure the wrong things" [79]. There is no "standard set of KPIs" [79] since every company is different, A key benefit is that once the KPI is determined, there will be a goal that can be put into action that will "reflect the business policies and priorities of the whole organization" [79]).

Evaluation Criteria Properties

In the past, Indicators have been developed to measure determined events, such as environmental constraints [23]. More importantly, when developing indicators, it is essential to have a closer look at their properties. There is a vast literature covering indicators properties criteria; nevertheless, Joumard et al. [46] defines criteria as a comprehensive approach of a principle or a standard which an indicator can be based. In other words, indicators should intrinsically be used with the sole purpose of solving the desired query [46]. Indicator's criteria are identified or designed accordingly to their study case or study aim. Some authors choose some properties over others, based upon a general scope view, whereas other authors include particular properties to make the indicators more adequate to what it is intended to find for in a specific study. Many articles seem to focus on both qualitative and quantitative data, and sometimes more emphasis is put on one or another, depending on the goal wanted to be achieved. Moreover, stakeholders are encouraged to be part of the weighing process in selecting which properties must be used concerning the wished output and the circumstances in the study area or destination [36, 44]. For this master thesis section, some indicators criteria are listed along with its corresponding published articles (Table 2.1). The WTO discusses five different significant indicator properties: Relevance, feasibility, credibility, clarity, and comparability [36]. Criteria properties are shown in table 2.1 below:

Table 2.1: Evaluating Criteria Properties

Criteria	Description	Literature review
Relevance	Indicators must be relevant to the subject in practice for planning, managing, and policy-making purposes, as well. It must also have the capacity to isolate the impact to measure from the external and non-related ones	Guidebook [36], Joumard et al. [46], Castillo and Pitfield [14], Agyeiwaah et al. [1], Blancas et al. [9], Agyeiwaah et al. [2], Zietsman and Rilett [92]
Transparency	Indicators must be transparent and user-friendly for all who are involved in a specific process	Joumard et al. [46], Dada et al. [16]
Credibility	Indicators must be based on and collect reliable and objective data for all the users	Guidebook [36], Joumard et al. [46]
Measurability	Indicators must be able to be measured, whether it is qualitative or quantitative data	Castillo and Pitfield [14]
Ease of availability	Indicators must be based on data that is relatively easy to collect and at a reasonable cost	Castillo and Pitfield [14]
Clarity	Indicators must be understandable and clear enough for all the users depending to whom they are addressed to	Guidebook [36], Castillo and Pitfield [14]

2.3   Nature-based Destinations

A destination is nature-based when nature is the primary appeal that draws visitors, with the preservation of such nature being a top priority for the destination. The destination's primary objective "is to facilitate an increased understanding of nature via direct interaction with the natural environment" [53]. The destination for the tourists depends "on the use of natural resources in relatively undeveloped or undisturbed natural areas" [53]. Tourists to such areas often satisfy needs of "an increased understanding of nature, enhanced personal relationships, and an escape from the pressures of everyday life" [53].

Tourism is a significant contributor to the economy of nature-based areas, but there must be an awareness that "In countries facing rapid growth in nature-based tourism, increasing use of protected areas for recreational purposes creates a demand for improved infrastructure and accessibility. However, increased infrastructure, such as road improvements, is likely to alter the natural environment and visitors' experience, and may ultimately change the type of tourism which operates in given areas" [82]. This danger Iceland faces is relevant in all nature-based destinations, for as crowds increase in number so also does the danger of a change in the environment. This calls for nature-based areas to "protect [their]natural areas from overdeveloping" [82]. This, in conjunction with educating tourists to help them understand ways in which they can minimize their impact on the environment while visiting at a location, can help ensure a low impact on the environment by the tourists while helping the local economy. Nature-based destinations are excellent areas to absorb the beauty of nature and come to realize how having a minimal impact on the environment can preserve and enhance it. They are excellent places for families, as the "Promotion of family recreation among adults with younger children and married couples are encouraged for a nature-based tourism destination" [52]. The education for tourists is supplemented by the surrounding culture of environmental awareness, which is more effectively able to communicate to tourists the importance of such values.

Potential tourism is largely driven by "The opportunity for a tourist to experience enjoyment, relaxation, and improvement in well-being through participating in activities that are outside of their usual lifestyle and surroundings" [81]. Some of the desires of tourists can only be satisfied through the cultural activities "that need to be experienced at a certain destination" [81].

2.3.1 Small and Medium Enterprises (SMEs)

SMEs, an acronym for small and medium-sized enterprises, began in 1996 when "the European Commission adopted a recommendation establishing the first common definition for small and medium-sized enterprises in the EU. It was replaced by the Commission Recommendation concerning the definition of micro, small and medium-sized enterprises of 6 May, 20032 (hereinafter "SME definition") which entered into force on 1 January 2005 and is mandatory for

national State aid schemes and Community programs. In 2006, the Commission issued a first report on the implementation3 of the SME definition. The report summarized implementing measures taken by the Member States, the European

Investment Bank (EIB) and the European Investment Fund (EIF) as well as by Commission services and highlighted the areas of the Recommendation likely to need further attention in the future." [29]. As of 2009, "up to 23 million enterprises in the EU [fell] within the scope of the definition [of an SME]" (European Commission). The main factors determining whether an enterprise is an SME are the staff headcount and either the turnover or the balance sheet total [29]. The following chart's "ceilings apply to the figures for individual firms only. A firm that is part of a larger group may need to include staff headcount/turnover/balance sheet data from that group too" [29].

Table 2.2: SMEs Characteristics [29]

Company Category	Staff Headcount	Turnover	or	Balance Sheet Total
Medium-sized	< 250	€ 50 m		€ 43 m
Small	< 50	€ 10 m		€ 10 m
Micro	< 10	€ 2 m		€ 2 m

In nature-based tourist destinations the types of SMEs found are "part of the destination" [47] and mainly "produce tourism services at the retail level. These are mainly active in the service sectors beginning with accommodation and catering service as well as arranging the cultural and sporting activities of visitors" [47]. The places in such destinations effectively become "part of the destination" [47], with the nature of the area in a way putting "its stamp on their products and services" [47]. This combination of "natural, cultural, and man-made attractions" [47] makes the nature-based tourist destinations "unmistakably unique" [47]). With increasing, tourism comes an "increasing use of protected areas for recreational purposes creates a demand for improved infrastructure and accessibility" [82]. Improved structures could move further into natural areas whose state of being undisturbed is the main attraction bringing the tourists. The tourists themselves could pollute the environment with disregard, affecting the image of the area.

Following the practice of SDGs is excellent to improve sustainability, especially when the KPIs are showing business success. The KPIs need to be realistically set, however, with keeping in mind the "insufficient productivity" [47] that often comes with the business venture of SMEs in nature-based destinations. More effort can be made in reaching SDGs when a business has better results. While realistic goals need to be set, always maintaining sustainability, one must remember that with SMEs in nature-based destinations, the "productivity is below the average of other sectors of the economy. This lack of productivity has to be compensated for by increasing the price. This process is doubly harmful to the SMEs" [47]. With this in mind, the reaching of better KPIs and hopefully, as a result, being better positioned to reach SDGs, would require "new and above all innovative solutions in the production and marketing of tourism services" [47] that would transform even more so businesses from tourism as a "service industry to an "experience industry" ([47]. The higher financial gains from the business will help further the SDGs and help set realistic KPIs in the future with the new model.

SMEs can be tempted to fall into greenwashing if they are not meeting to standards for receiving an eco-label, whether for financial or willful reasons. They could view it as a shortcut to getting the benefits of a more extensive consumer base, while not having to put in the effort and expenses.

Greenwashing

The term "Greenwashing" has been utilized as a way to describe pretentious or disproportionate environmental claims in order to raise market advantage and competitiveness [17]. According to Myers [58], greenwashing is the "Public relations and marketing practice of exaggerating or misrepresenting the environmental benefits and friendliness of products, services, policies, or practices." It began as a response to "the rapid growth of the environmental movement and consumer spending on green products" [58] and has resulted in "consumer mistrust that is detrimental to the entire market" [58].

Greenwashing creates many consequences for the green market, strengthening "the negative relationship between greenwashing perceptions and green purchasing intentions" [91]. This lack

of confidence in green products is detrimental to the purpose of eco-labeling and undermines the mission of environmental protection. In some places in the world greenwashing can have consequences for the business, such as in the state of Arkansas in the United States where the Arkansas Deceptive Trade Practices Act "prohibits a wide range of sneaky, underhanded, and fraudulent behavior, including 'knowingly making a false representation as to the characteristics, ingredients, uses, benefits, alterations, source, sponsorship, approval, or certification of goods or services or as to whether goods are original or new or of a particular standard, quality, grade, style, or model" and the use of "any deception, fraud, or false pretense" in connection with the sale or advertisement of any goods or services" (Brenner). This describes greenwashing, and if the cases involving greenwashing are "egregious enough and cause consumers monetary damage, will violate the ADTPA" (Brenner), with consequences of both civil and criminal liability. Alabama is not the only state in the United States to provide legal consequences for greenwashing, with even the U.S. Federal Trade Commission Act and the Green Guides in the United States will "bring public enforcement claims against companies making false or misleading green claims about their products" [21].

In order to avoid greenwashing, a business must avoid labeling their products as good for the environment when the products have "little or no positive environmental benefits" [21]. Similarly, they should avoid exaggerating the positive environmental effects of their products. There is a process in obtaining an eco-label, and they should responsibly work toward achieving the right to label their products with the benefits that they want to pretend that their product has.

Chapter 3

Methodology

Literature reviews represent a way to obtain philosophical roots which information can establish information quality relevant to a specific subject, so then prevalent data can be gathered and established to discuss and analyze [3]. This information can help to develop essential criteria to evaluate eco-labels, which could assist SMEs in selecting eco-labels to preserve and protect sustainability in Geiranger. These criteria would permit SMEs in Geiranger to find new opportunities of ameliorating their business models hand in hand with sustainable measures by certifying their products and services with meaningful eco-labels. The undertaken master thesis consisted of a selection of eco-labels and development of evaluation criteria and a scoring system to assess them. After that, the criteria is applied to the selected eco-labels in order to know and understand better their impacts within SMEs in the Geiranger region. The methodology steps attempted for this study can be seen below and in flow chart 3.1.

1. Selection of Eco-labels

2. Data Collection

3. Development of Evaluation Criteria

4. Scoring System Development

    (a) Color-Value Scale

    (b) Scoring System Values Normalization

5. Scoring System Application & Analysis
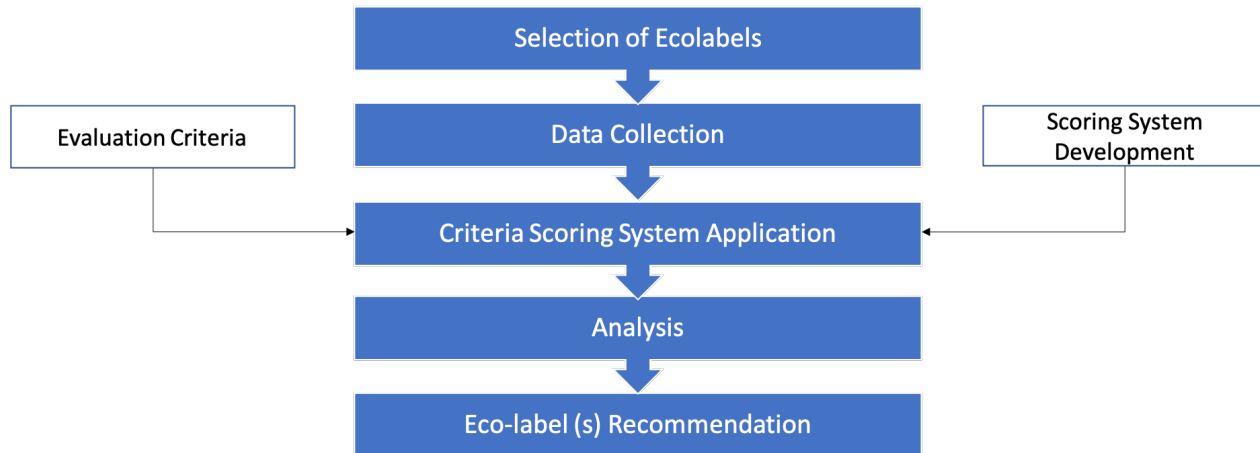
Figure 3.1: Master Thesis Methodology Flow Chart

3.1 Selection of Eco-labels

All the eco-labels included in this study can be applied to the tourism industry. Although the current tourism eco-label market is very broad buckley2002tourism, this study is limited to 8 eco-labels with international, regional and national geographical scopes and all of them are type 1 according to the International Organization for Standardization (ISO) classification of eco-labels. Furthermore, the eco-labels selected award licenses and certification to products and service. The research was completed on different databases such as Ecolabel Index, Oria.no and Google Scholar with the following keywords: "*eco-label*", "*tourism*", "*sustainability*","*ecotourism*" and "*certification*". The following eco-labels are considered in this study:

- *EarthCheck* is a certification for travel and tourism established in 1997 [26] following the ISO 17021 standard for Management system verification [90, 26]. Buildings, carbon, tourism & transportation are among the product categories this eco-label is applied. , and the Global Sustainable Tourism Council (GSTC) accredits it. This eco-label is used worldwide, and its criteria focus mainly on EarthCheck [25]:

1. *GHGs emissions*

2. *Energy efficiency, conservation and management*

3. *Management of Freshwater resources*

4. *Ecosystem conservation and management*

5. *Social and cultural management*

6. *Land use and management*

7. *Wastewater management*

8. *Solid waste management*

9. *Environmentally harmful substances*

- *Eco-certified Tourism* is a certification program for tourism organizations and nature-based tourism experiences that was established in 1991 by Ecotourism Australia [27, 26]. This non-profit eco-label is only used in Australia in compliance with the International Eco Certification program ecolabelindex. Eco-certified Tourism has three different levels: (I) Nature Tourism, (II) EcoTourism & (III) Advanced Ecotourism [26]. The main focus areas are the following [27]:

  1. *Business Management and Operational Planning*

     (a) *Business ethics*

     (b) *Natural focus*

     (c) *Indigenous cultural focus*

  2. *Responsible marketing* Responsible marketing

  3. *Customer satisfaction* Customer satisfaction

  4. *Environmental management*

  5. *Interpretation and education*

  6. *Contribution to conservation*

  7. *Working with local communities*

8. *Cultural respect and sensitivity*

- *EU Ecolabel* is a scheme established in 1992 for businesses, products and services [26]. This eco-label focuses in several categories of products and services, including the ones within the tourism industry and targets mainly European consumers, although it can also be found in states outside the European Union (EU) [28, 26]. EU Ecolabel is regulated by the European Commission of Environment and prioritizes the reduction of environmental impacts caused by organizations [28].

- *Green Globe* is an international eco-label designated for travel and tourism companies and their supply chain partners ecolabelindex. Green Globe was established in 1999 and is managed by the Green Globe Certification GreenGlobe. This eco-label has three different membership levels: Certified, Gold, and Platinum [34]. The Green Globe Globe certification manages this eco-label and prioritizes sustainable management, social-economic, cultural heritage, and environmentally friendly activities and operations [26, 34].

- *Green Key* was established in 1994, and it is an international eco-label designated for tourism products [26]. The Foundation for Environmental Education manages (FEE) this eco-label. The Green Key's criteria focus on the following aspects [30]:

  1. *Staff involvement*

  2. *Environmental management*

  3. *Guest information*

  4. *Water*

  5. *Energy*

  6. *Washing & Cleaning*

  7. *Food & Beverage*

  8. *Waste*

  9. *Administration*

  10. *Indoor environment*

    11. *Green areas*

    12. *Green activities*

    13. *Corporate Social Responsibility (CSR)*

- *Miljøfyrtårn* or Eco-lighthouse is a non-profit Norwegian eco-label which started as a local project in 1996, but it became established until 2004 [57]. Miljøfyrtårn has 72 industry-specific criteria divided into 14 groups [57], but for this study, there are considered only the groups that fall within the tourism industry. Miljøfyrtårn's criteria build up Norwegian Regulations while it is also certified per the ISO-9001:2015 standard; therefore, it is widely used by both public and private organizations [57]. This eco-label focuses on the following criteria [57]:

    1. *System criteria*

    2. *Work environment*

    3. *Procurement*

    4. *Transport*

    5. *Energy*

    6. *Aesthetics*

    7. *Discharges*

      (a) *to Air*

      (b) *to Water*

    8. *Additional environmental aspects*

- *Nordic Swan* eco-label was created in 1989 is applicable for 65 product groups, including those related to the tourism industry [26]. The coverage is worldwide but is regulated by Nordic countries (Denmark, Finland, Iceland, Sweden, and Norway) [60]. The Nordic Council of Ministers manages the Nordic Swan but also counts with local offices in each of the Nordic countries ecolabelindex. This medium is done for criteria development, licensing, and marketing purposes [26]. Criteria are developed depending on the product

groups, but Nordic Swan prioritizes the relevancy, potential, and steerability of the criteria used to evaluate [60].

- *Norsk Økoturisme* was established in 2008 and the Norwegian Ecotourism Association manages it. This eco-label is intended to support the development of sustainable products and companies in the tourism industry in Norway Norsko. Norsk Økoturisme's criteria are built upon the UN's basis for ecotourism. [93]. Criteria priorities are environmental impacts and resource use related to Energy consumption, chemicals use, waste types, and transportation systems [93]. Norsk Økoturisme understands ecotourism companies to be nature and culture-based, that they are committed to nature and cultural protection while striving for sustainability in their operation. Moreover, ecotourism companies support the local community by employing local labor and companies, while offering an educational experience to all stakeholders Norsko.

Figure 3.2: Selected Eco-labels Logos
From top left: EartchCheck, Eco-certified Tourism, EU Ecolabel, Green Globe, Green Key, Miljøfyrtårn, Nordic Swan & Norsk Økoturisme

3.2   Data Collection

Information and data presented by the Eco-labels were collected to use and analyze under the criteria developed. Data was collected place from the official eco-labels' websites, with the assumption that the disclosed information is current and valid. Furthermore, an eco-label index was also used as a complementary source to find aggregated material.

Nevertheless, for this study purposes, the products and services categories were reduced to the ones shown on table 3.2. These categories were tabbed depending on SMEs which primary income derived from the tourism industry and which are also found in the Geiranger area [8].

Table 3.1: Considered SMEs Categories

SMEs Categories
Accommodations & Congress Centers
Information & Visitors Centers
Restaurants
Spa & Health Centers
Tours & Activities Companies
Transportation Service Companies
Information & Visitors Centers

Table 3.2: SMEs Categories

3.3   Development of Evaluation Criteria

Practicality is more crucial than any expected results [36, 44]. As a precondition, the criteria developing process considered merely three out of the five criteria properties covered in 1.5: Relevance, Easy of availability and Clarity (Table 3.3).

Table 3.3: Considered Criteria Evaluation Properties

Criteria	Description	Literature review
Relevance	Indicator must be relevant to the subject in practice for planning, managing and policy making purposes, as well . It must also have the capacity to isolate the impact to measure from the external and non-related ones	Guidebook [36], Joumard et al. [46], Castillo and Pitfield [14], Agyeiwaah et al. [1], Blancas et al. [9], Agyeiwaah et al. [2], Zietsman and Rilett [92]
Ease of availability	Indicators must be based on data that is relative easy to collect and at a reasonable cost	Castillo and Pitfield [14]
Clarity	Indicators must be understandable and clear enough for all the users depending to whom they are addressed to.	Guidebook [36], Castillo and Pitfield [14]

For the purpose of our assessment, and to provide an overview of the criteria development process, a generic criteria development process for eco-labeling programmes has been put together and is presented in table 3.4 below.

Table 3.4: Criteria Definitions

Criteria	Criteria Definition
SDGs Coverage	Extent to which eco-labels criteria meet SDGs 8, 11, 12,13 & 15 targets
Product & Service Relevancy	Extent to eco-labels' applicability for SMEs in Geiranger according to the type of organizations they are competent to certify
Resource Requirements	Extent to how often (in years) organizations require to renew eco-labels certifications
Communication Power	Extent to which how extensively used and known eco-labels are internationally
Credibility	Extent to which eco-labels gain trustworthiness by analyzing the eco-label organizations business models purpose

Criteria showed in table 3.4 were developed to compare and score eco-labels chosen for nature-based destinations. These criteria were generated under the premise of rating and selecting the most pertinent eco-label(s) to measure sustainability within SMEs in Geiranger and other World Heritage nature-based destinations. Furthermore, each criterion was developed considering the properties mentioned in Chapter 1and compared against each of these properties (table 3.3).

3.3.1   SDGs Coverage

This criterion is based upon the influence they have to contribute developing strategies to integrate economic, social, and environmental policies and actions to achieve sustainability to a 2030 horizon [4]. SDGs implementation as a criterion to rate eco-labels is of great aid for SMEs which would like to take their business towards a more effective sustainable performance in a more holistic way, aligned with the UN Global Agenda 2030. Furthermore, the SDGs present a universal language that provides a common understanding for every one of the targets desired

to achieve, which creates value for stakeholders and shareholders [70].

The KPIs (Key Performance Indicators) covered by the SDGs 8, 11, 12, 13, and 15 is information that is relatively easy to collect through internet searches at no cost. This ease of availability provides access to verifiable data to prove the conclusions reached in this research paper. Furthermore, SDGs 8,11,12,13 and 15 targets are clear enough so that all users can understand the message and meaning in the eco-labels.

3.3.2 Product and Service Relevancy

The product and service relevancy criterion is vital to understand and to know which kind of services and products are applicable for each eco-label. As a nature-based destination, products and services covered by the selected eco-labels must be cleared out in order to know the eco-label applicability and use by the SMEs within the Geiranger region. Indicators must be understandable and clear enough for all the users depending to whom they are addressed.

The tourism products and services covered by the eco-label are easily accessible at a reasonable cost. There is much research on the internet that can be found with google searches, with many companies publishing company information online. Moreover, the product and service relevancy criterion is clear as to the type of tourism products and services covered by the eco-label.

3.3.3 Resource Requirements

The Resource Requirements involving reporting, auditing, and time-line renewals are necessary for eco-labels. The relevance lies in the strict adherence to the guidelines, in order to maintain the required provisions necessary to have sustainable quality measures adhered to. With such means, the purpose of eco-labels is carried through to completion.

The resource requirements needed for this study are easily accessible, including those of eco-label reporting, auditing, and renewal time-lines. A lot of the information regarding time-lines is published directly on the United Nations website. Reporting and auditing for public compa-

nies are often made publicly available. The resource requirements of the eco-labels' reporting, audits, and renewal time-lines are very clear, able to be understood by any users that want to look them up.

3.3.4 Communication Power

The Communicative Power of the eco-labels is proportional to the number of countries and territories in which eco-labels can be found. As the eco-label becomes more recognized among different countries and cultures as a standard for which sustainable development can be achieved, so also does the relevance of the eco-labels increase in credibility with its ability to reach such goals. Currently, there are around 400 eco-labels around the world [63]. With such a large number of eco-labels spread across the world, the relevance of eco-labels is global.

The communicative power of eco-labels is easily accessible online through a search engine. Many articles are published concerning eco-labels, and as the influence of the eco-label spreads across countries, it is easily discernable that the communicative power of the eco-label is spreading. The communicative power of eco-labels, as related to the number of countries and territories containing them, are clear enough so that any users wanting to research they can understand them.

3.3.5 Credibility

There is a necessity of credibility with eco-labels relevant to nature-based destinations and the practicality of eco-label use. If the product is not found to be credible, through the practices of greenwashing or the suspicion of greenwashing, the trust in the eco-label could be lost. Such lost trust would diminish the relevance of eco-labels toward Sustainable Development and potentially be detrimental with the alternative business practices procured in place of the eco-label method.

The information to avoid green-washing and support criteria efficiency is readily available online, by a search of the eco-label logo and markings. The credibility of the information is ap-

parent for all users if they were to learn what makes up an eco-label. Without knowledge of the subject, they are susceptible to greenwashing. The information is clear for all users; however, if they were to invest the time into learning such information.

3.4 Scoring System Development

3.4.1 Color Value Scale

A color-value scale is used to evaluate and compare the value degree of each eco-label in regards to the criteria used in this study. Colors are plentiful in symbolism and can be used as a visualization method [59]. Data can be mapped and evaluated when assigning values to colors [74]. According to Silva et al. [74] Spectrum scales are formed by acting per the rainbow colors. For the scale used in this study, the colors in the scale are red, yellow and green, which represent a low, medium and high value degree accordingly (Fig. 3.3). However, one potential disadvantage of the Spectrum color scale could be that despite the color yellow is located in the middle of the scale, it might attract more awareness [74].
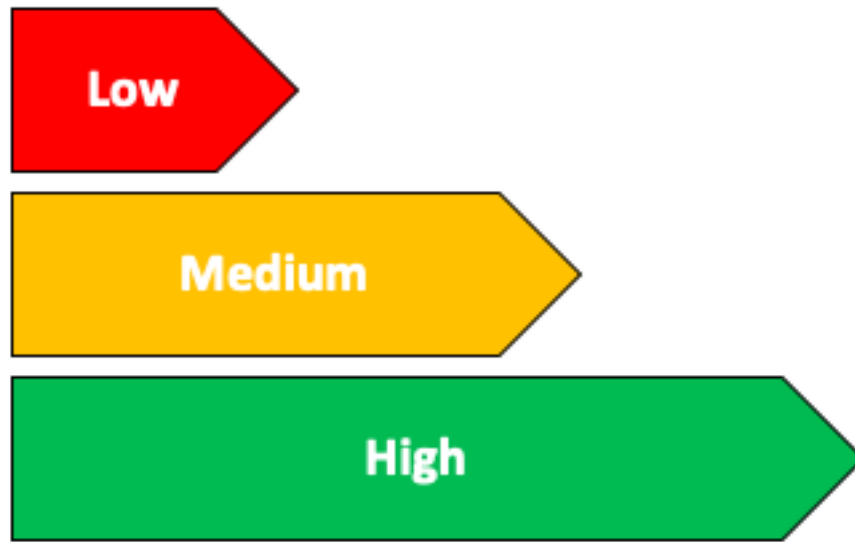
Figure 3.3: Spectrum Color Value Scale [74]

3.4.2 Scoring System Values Normalization

A normalization process was implemented for this study. The Data collected can be classified into three different types: Nominal and Ordinal data. Nominal data can be understood as finite, discrete, and non-numerical data [66, 74]. Ordinal data are numeric variables given to a set of measurements [74]. Nevertheless, the distribution between the ordinal data collected varied significantly so that the data was normalized for a better understanding and avoidance of penalizing the eco-labels, which had a broader and more thorough data.

Quantile normalization can be defined as the normalization method, which distributes the array's data equally [10]. For each criterion, the most significant quantity was chosen and standardized as a base to compare against the rest of the data that fell into the same criterion. After that, since there are three different colors used for the scale, the data distribution was divided by three to rate the accuracy level degree of criteria.

3.5 Scoring System Application and Analysis

Eco-labels are evaluated under the color-value scale scoring system, based upon the five developed criteria. Depending on the value normalization results, Eco-labels are scored high, medium, or low in each criterion. A comparative analysis and interpretation will be done based on the overall scores obtained by eco-label, followed by recommendation suggestions in regards to which eco-label(s) more useful and suitable for SMEs in Geiranger. Furthermore, an analysis of the scoring system methodology will also take place to point out drawbacks and benefits of it, while also possible performance and practice proceedings.

Chapter 4

Results and Discussion

In this chapter a summarize of the obtained results are presented. Furthermore, findings and further recommendations are explained.

4.1 Data Collection

4.1.1 SDGs Coverage Data Collection

The number of indicators varied greatly due to the number of product and service groups the eco-labels covered. Eco-labels which covered more groups reported more KPIs generally; however, some shared some standard evaluation criteria for different groups, and that reduced the number of KPIs to evaluate. It can be noticed that the majority of the eco-labels focus much on SDG 12 and SDG 11 rather that SDG 8 and SDG 13. Furthermore, Green Key, Miljøfyrtårn, and Norsk Økoturisme have over 100 KPIs in their criteria to certify companies. It is assumed that the broader the criteria are, the more meticulous and rigorous the eco-label certification process it will be. In a nutshell, KPIs contribute mostly to achieve SDG 11 and 12 targets. SDG 15's targets showed to be the most neglected ones with the least amount of KPIs supporting it.

Respecting SDG 8, Miljøfyrtårn has the most amount KPIs that are compliant while EU Ecolabel has the least compliant ones. This result has to do mostly because EU Ecolabel only covered

the "hotel accommodations" group, which was the only one with relevancy in this study (3.2.On the other hand, the Green Key has 32 KPIs, which makes it the eco-label that has the second largest amount of compliant criteria with SDG 8. The majority of eco-labels are compliant with SDG 11. Green Key got the most, which is 111, followed by Miljøfyrtårn with 75. Green Globe got only 21. This SDG is crucial because it also focuses on sustainable tourism and overall in making communities more sustainable, which has a high impact in places where tourism is the main economic activity. SDG 12 was the one with more compliant KPIs, where Green Key had the most amount of compliant KPIs, with a resulting amount of 133, followed closely by Miljø-fyrtårn. Eco-certified tourism obtained the least amount of KPIs with only 33. While Earthcheck and Eco-certified tourism results show that they had the same amount of KPIs reinforcing SDG 13's targets, Green Key showed the most KPIs backing up SDG 13 targets, with 52. The vast majority of eco-labels lack an endorsement, even though targets are aimed to fight against environmental impacts through mitigation and adaptation. Nevertheless, SDG 15 is least covered SDGs within the eco-labels priorities. Miljofyrtårn is the one that had more KPIs trying to cover these SDG targets, but in comparison with other SDGs, it still lacks significantly. For a nature-based destination, biodiversity plays a vital role to maintain destinations attractive for tourism. Green Globe had only 8 KPIs under SDG 13, which makes it the eco-label with least KPIs under SDG 13 criterion (4.1)

Table 4.1: SDGs and Eco-labels Evaluation Criteria [25, 27, 28, 34, 30, , 60, , 26]

Eco-label	8 DECENT WORK AND ECONOMIC GROWTH	11 SUSTAINABLE CITIES AND COMMUNITIES	12 RESPONSIBLE CONSUMPTION AND PRODUCTION	13 CLIMATE ACTION	15 LIFE ON LAND	Total
Earthcheck	22	36	24	16	19	**117**
Eco-certified Tourism	21	32	33	16	19	**56**
EU Ecolabel	4	50	51	35	11	**68**
Green Globe	13	21	19	12	8	**39**
Green Key	32	111	133	52	24	**148**
Miljøfyrtårn	38	75	120	14	28	**156**
Nordic Swan	9	37	58	19	12	**79**
Norsk Økoturisme	27	42	60	32	25	**104**
Max value	**38**	**111**	**133**	**52**	**28**	**156**

4.1.2   Product and Service Relevancy Data Collection

Table 4.2 displays the data collection results for the Product and Service Relevancy criterion. EarthCheck obtained an enormous amount of different types of organizations relevant to this study case. Moreover, Green Globe embraces twelve, and the rest of the eco-labels have coverage of less than ten important types of companies, despite some groups are more general than others. For instance, Eco-certified Tourism contains three categories but very specifically focused on nature-based tourism. The same case goes on with Norsk Økoturisme, which could be beneficial for reliability reasons on the consumer side. EU Ecolabel had only one compatible category, although it does admit more categories not relevant for this study.

Table 4.2: Product & Service Relevancy Eligible Groups Results [25, 27, 28, 34, 30, , 60, , 26]

Eco-label	Eligible groups	Total Amount
Earthcheck	(1) Accommodation, (2) Activity, (3) Attraction, (4) Beverage, (5) Catering services, (6) Cruise liner, (7) Cruise vessel (8) Display & retail,(9) Farmstay, (10) Restaurant, , (11) Spa, (12) Tour company, (13) Tour operator, (14) Trailer park, (15) Vehicle, (16) Vehicle rental, (17) Visitor centre	17
Eco-certified Tourism	(1) Nature-based Tours, (2) Attractions & (3) Accommodations	3
EU Ecolabel	(1) Holiday Accommodation	1
Green Globe	(1) Travel and tourism businesses (Provides certification for the sustainable operations and management of travel and tourism companies and their related supplier businesses), (2) Attraction, (3) Business (Whole sale/ retail), (4) Congress center & Meeting venues, (5) Cruise Ships (River & Ocean), (6) Hotel & Resort, (7) Organization, (8) Meeting & Events, (9) Restaurant, (10) Spa & Health Center, (11) Transportation (Mass Transportation, Bus Company, Limousine Service, Car Rental) &(12) Travel Industry (Tour Operators, Destination Management Company, Meeting & Incentive Industry)	12
Green Key	(1) Hotels and hostels, (2) Campsites & holiday parks, (3) Small accommodations - B&BS, eco-lodges, eco-farms, etc, (4) Conference centres, (5) Attractions and (6) Restaurants	5
Miljøfyrtårn	(1) Organized Outdoor Life,(2) Facilitator for Outdoor Recreation,(3) Simple Accommodations,(4) Hotel w / breakfast,(5) Restaurant,(6) Simple Restaurants, (7) Canteen,(8) Managing transport company & (9) Green Arrangement	9
Nordic Swan	(1) Hotels, Restaurants & Conference Facilities	2
Norsk Økoturisme	(1) Activities, (2) Farm Production, (3) Meetings & Events, (4) Farm Stay and Bed & Breakfast, (5) Food & Refreshments & (6) Boating Adventure	6

4.1.3 Resource Requirements

Results show that Green Globe and Eco-certified Tourism are the ones whose certification must be renewed the soonest, (1 year), while EarthCheck and EU Ecolabel are the ones who take the longest (4 years) to renew their respective certifications. All of the rest of the eco-labels take

three years to renew. Refer to table 4.10 to have an overall view of the data collection results.

Table 4.3: Resource Requirements [25, 27, 28, 34, 30, , 60, , 26]

Eco-label	Resource Requirements (yr)
EarthCheck	4
Eco-certified Tourism	1
EU Ecolabel	4
Green Globe	1
Green Key	3
Miljøfyrtårn	3
Nordic Swan	3
Norsk Økoturisme	3

4.1.4 Communication Power

This criterion is intended to measure the communication power of each eco-label by gathering information about the geographical scope of each one of them. The more countries and territories an eco-label is found, the more well-known it would be for the consumer's decision-making process. EarthCheck is found in 155 countries and territories, while Eco-certified Tourism (Australia), Miljøfyrtårn and Norsk Økoturisme (Norway) are only found in one. Green Globe is found in 67 (second-most worldwide used), EU Ecolabel in 58, and Green Key in 19 countries and territories. Nordic Swan is used in 5 of the Nordic countries (Denmark, Finland, Iceland, Norway & Sweden) plus South Africa (Table 4.4).

Table 4.4: Communication Power [25, 27, 28, 34, 30, , 60, , 26]

Eco-label	Countries & Territories
Earthcheck	155
Eco-certified Tourism	1
EU Ecolabel	58
Green Globe	67
Green Key	19
Miljøfyrtårn	1
Nordic Swan	6
Norsk Økoturisme	1

Maps showing countries and territories coverage by eco-label were designed through the ArcGIS Pro program for better visualization purposes. EarthCheck countries and territories map coverage can be observed below (figure 4.1). The other eco-labels countries and territories maps can be observed under the appendix section (figures A.1, A.2, A.3, A.4, A.5 & A.6).

Figure 4.1: EarthCheck Countries & Territories Coverage [26]

4.1.5 Credibility

Eco-labels were classified according to what kind of business model they have, whether they are intended to create a profit or not, as well as if they were created by a Government dependency (Table 4.5). Three eco-labels have a government-type business model (EU Ecolabel, Green Globe & Norsk Økoturisme), four are non-profit (Eco-certified Tourism, Green Key Miljøfyrtårn & the Nordic Swan) and one is for-profit (EarthCheck).

Table 4.5: Credibility [25, 27, 28, 34, 30, , 60, , 26]

Eco-label	Business Model	Managing Organization
EarthCheck	For-profit	EarthCheck
Eco-certified Tourism	Non-Profit	Ecotourism Australia
EU Ecolabel	Government	European Commission
Green Globe	Government	Green Globe Certification
Green Key	Non-Profit	FEE
Miljøfyrtårn	Non-profit	Norwegian Ministry of the Environment
Nordic Swan	Non-Profit	Nordic Council of Ministers
Norsk Økoturisme	Government	Innovasjon Norge

4.2 Scoring System Value Scale

The scoring system value scale was developed based on the data collection results. The scale takes into account only gathered information from the data collection. The SDGs coverage criterion takes into account the KPIs from each eco-label, using the maximum value of each criterion as a reference to evaluate all of the eco-labels under that respective criterion.

Table 4.6: SDGs Coverage Evaluation Criteria Value Scale

Evaluation Degree	8 DECENT WORK AND ECONOMIC GROWTH	11 SUSTAINABLE CITIES AND COMMUNITIES	12 RESPONSIBLE CONSUMPTION AND PRODUCTION	13 CLIMATE ACTION	15 LIFE ON LAND
🔴 Low	1-12	1-37	1-44	1-17	1-9
🟡 Medium	13-24	38-74	45-88	18-34	10-18
🟢 High	25-38	75-111	89-133	35-52	19-28

Table 4.7: Criteria Evaluation Value Scale

Evaluation Degree	Product/Service relevancy	Resource Requirements	Communication Power	Credibility
🔴 Low	1 to 5	3 +	1-51	For-Profit
🟡 Medium	6 to 10	2-3	52-102	Non-Profit
🟢 High	11+	1 -	103-155	Government

4.3 Scoring System Application and Analysis

The scoring color-value scale system was created to display in what degree the eco-labels were meeting the criteria developed to analyze and compare against each other to find the most suitable eco-labels for SMEs in the Geiranger region. By using colors, the scoring system is designed to be understood easily in comparison with other studies evaluating eco-labels. However, a more complex system with more evaluation degrees levels is highly encouraged to avoid uncertainties created by values normalization.

For this study, five criteria were used (SDGs Coverage, Product & Service Relevancy, Resource Requirements, Communication Power, and Credibility). However, more criteria are encouraged to be used. For instance, a closer look at how other SDGs targets are met could assist in having a more holistic view of eco-labels sustainability sustenance. Moreover, the financial aspect is an important variable for SMEs to consider when adopting eco-labels.

The scoring system was developed with the purpose to help to understand eco-labels appliance characteristics by using the five criteria developed for this study. By scoring eco-labels, this system is intended to be a resourceful tool to help stakeholders decide which eco-labels could be of more benefit according to current needs, and based on different criteria. In addition to scoring eco-labels, the scoring system could also be applied to record different sustainability tools, such as Environmental Management Systems (EMAs) or standards.

In this section, findings within each criterion will be explained to have a better understanding

of the benefits and drawbacks of each eco-label.

SDGs Coverage Scoring Evaluation Results

According to Burnett [12], it is possible to look into the sustainability level of eco-labels by looking at how their criteria adhere to the SDGs targets. SDGs 8, 11, 12, 13 & 15 were selected to compare and analyze how eco-labels meet the SDG's targets. The selection was made by looking at each SDG targets, taking into consideration the applicability for improving sustainability within the SMEs in Geiranger. Each of the eco-labels' KPIs were analyzed and compared against the SDGs' targets to know the extent and broadness of how the eco-labels are complying the targets. Table 4.1 summarizes the quantity of KPIs under each SDG target per each eco-label.

The SDGs coverage criterion is based upon the influence they have to contribute developing strategies to integrate economic, social, and environmental policies and actions to achieve sustainability to a 2030 horizon [4]. SDGs implementation as a criterion to rate eco-labels is of great aid for SMEs which would like to take their business towards a more effective sustainable performance in a more holistic way, aligned with the UN Global Agenda 2030. Furthermore, the SDGs present a common language that provides a common understanding for every one of the targets desired to achieve, which creates value for stakeholders and shareholders [70].

In order to achieve sustainability by using eco-labels, it is fundamental to take into consideration SDGs which incorporate sustainable tourism within their targets [50]. SDG 8, which focuses on decent work and economic growth advocates to "devise and implement policies to promote sustainable tourism that creates jobs and promotes local culture and products" (target 8.9) [87], while SDG 12 aims to "develop and implement tools to monitor sustainable development impacts for sustainable tourism that creates jobs and promotes local culture and products" (target 12.B) [84]. Likewise, SDG 11's – Sustainable cities and communities - target 11.4 is directed towards reinforcing protection and safeguarding the world's cultural and natural heritage. Other SDG 11's targets committed to reinforcing sustainability with SMEs in the Geiranger region are targets 11.2 (sustainable transportation systems), 11.6 (air quality and waste management) and 11.7 (safe, inclusive and accessible, green and public spaces) 83.

Table 4.8: SDGs Coverage Scoring Evaluation Results

Eco-label	8 DECENT WORK AND ECONOMIC GROWTH	11 SUSTAINABLE CITIES AND COMMUNITIES	12 RESPONSIBLE CONSUMPTION AND PRODUCTION	13 CLIMATE ACTION	15 LIFE ON LAND
EarthCheck	Yellow	Red	Red	Red	Green
Eco-certified Tourism	Yellow	Red	Red	Red	Green
EU Ecolabel	Red	Yellow	Yellow	Green	Yellow
Green Globe	Yellow	Red	Red	Red	Red
Green Key	Green	Red	Green	Green	Green
Miljøfyrtårn	Green	Green	Green	Red	Green
Nordic Swan	Red	Green	Yellow	Yellow	Yellow
Norsk Økoturisme	Green	Red	Yellow	Yellow	Green

SDGs policy implementation within SMEs mean an important shift to strengthen and support further sustainable paths in society [69]. For the SDGs coverage criterion, SDGs 8, 11, 12, 13 & 15's targets were compared against the criteria used to certify SMEs (Tables A.6, A.7, A.8, A.9, A.10, A.11, A.12.

Table 4.8 reflects the results after carrying the scoring system. While some eco-labels scored high and some low, the results show that most of the eco-labels have uneven foundations to enact these five SDGs. SDG 15 showed to have the largest amount of high-scoring eco-labels, having only EU Ecolabel and Nordic Swan with a medium-level score. Conversely, SDGs 11, 12 and 13 showed the least amount of eco-labels with a high-degree level, having only Miljøfyrtårn and Nordic Swan scoring high for SDG 11 and EU Ecolabel and Green Key for SDG 13. Furthermore, SDG 11 was the one who received more low-degree scoring. An overview of the scoring evaluation results can be observed in figure 4.2.
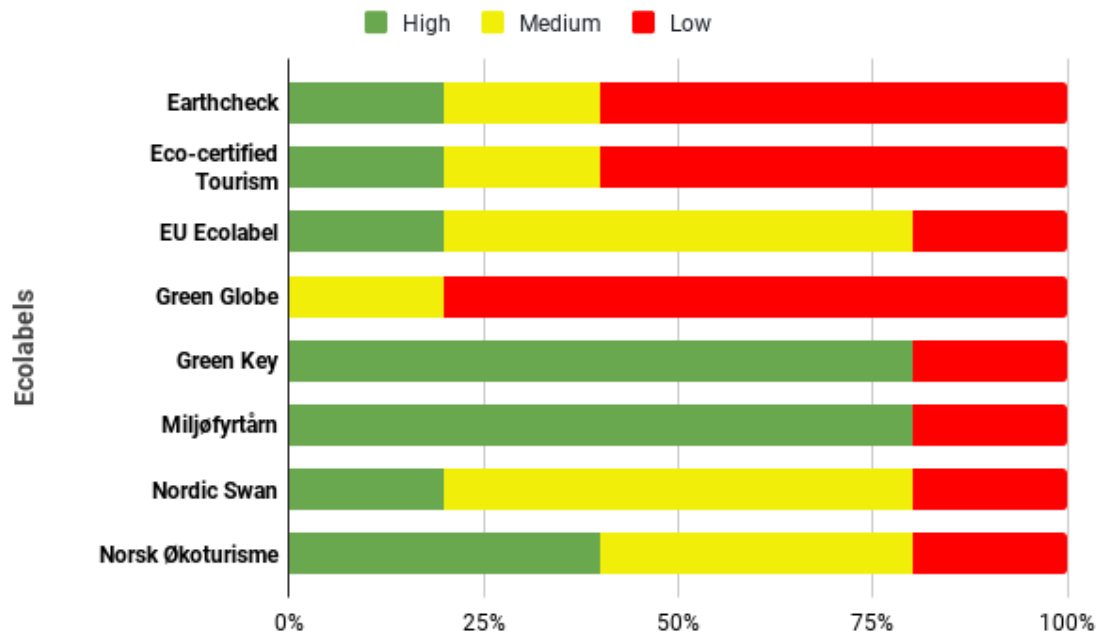
Figure 4.2: SDGs Coverage

Product and Service Relevancy Scoring Evaluation Results

The scoring system results show that EarthCheck covers in a high degree the product and service relevancy, which means it has developed criteria to asses the most diverse categories within the selected ones (3.2)in this study case. This eco-label can certify and has developed performance criteria for 17 different groups, including cruise vessels and cruise liner [25]. Eco-certified Tourism, EU Ecolabel, Green Key and Nordic Swan were scored the lowest among all of the eco-labels, while Green Globe, Miljofyrtårn and Norsk Økoturisme were scored medium.

Although most eco-labels qualify to be a portrait by different types of businesses in the tourism industry, the Product & Service relevancy criterion was used to compare to which extent the studied eco-labels are applicable for the SMEs located in Geiranger. Moreover, this criterion also underlines broadness and versatility each eco-label has. Product and services specification coverage indicate that eco-labels are using criteria that have been tailored to measure performance adequately depending on the product and service groups environmental, social, and economic impacts in society [22].

Based on the categories considered for this study , the number of companies that these eco-labels certify was collected to rate the applicability within Geiranger region. The more categories eco-label criteria cover, the more specific the criteria would be. It is worth mentioning that each eco-label category may differ from one another. While some eco-labels categorize hotels and hostels separately, some others might have these two concepts together under the same criteria (please refer to table 4.2). Nevertheless, this questions the thoroughness each eco-label has applied to develop their criteria to grant certifications to products and services. At the same time, eco-labels with a very vast amount of categories could lead to ambiguousness about which specific goal the eco-label is seeking to achieve for [55].

Table 4.9: Product & Service Relevancy Scoring Evaluation Results

Eco-label	Product & Service Relevancy
EarthCheck	🟢
Eco-certified Tourism	🔴
EU Ecolabel	🔴
Green Globe	🟡
Green Key	🔴
Miljøfyrtårn	🟡
Nordic Swan	🔴
Norsk Økoturisme	🟡

Resource Requirements Scoring Evaluation Results

SMEs have more tendency to implement or drop out from an eco-label mainly due to financial resources [65]. Eco-labels mean additional expenses for those SMEs which decide to become certified[76, 51]. Furthermore, eco-labels may require renewal in a determined amount of time since they could imply to need for renewals in a short, medium, or long term [32]. SMEs have begun to certify their products and services with eco-labels to differentiate themselves from the ones that do not follow environmentally friendly processes. Nevertheless, differentiation can only be achieved through eco-labels that have higher and stricter sustainable criteria [33]. Otherwise, it would favor the occurrence of greenwashing.

Data collected reflects the specific amount of time eco-labels require companies to renew their certifications. The time is shown in years and can be observed in table 4.10. Depending on the criteria or standards validated by the eco-labels, the certification itself might be renewal under a certain period [32]. New scientific discoveries are accomplished consistently, and this helps developing new standards that help developing regions around the world [56]. Based on this, eco-labels that need to renew their certifications sooner can ensure companies are compliant with conventional sustainability norms.

The scoring system evaluation showed that Green Globe and Eco-certified tourism obtained a high degree. The importance of this criterion dwells on avoiding greenwashing and keeping SMEs revise their business models continually. On the other hand, EarthCheck and EU Ecolabel obtained a low degree score, since these are the eco-labels that take the longest to renew their certificates. Eco-labels are a tool which stands out for its transparency attributes [32]. Therefore, when the certification renewal takes longer, transparency becomes compromised.

Table 4.10: Resource Requirements Scoring Evaluation Results

Eco-label	Resource Requirements
EarthCheck	🔴
Eco-certified Tourism	🟢
EU Ecolabel	🔴
Green Globe	🟢
Green Key	🟡
Miljøfyrtårn	🟡
Nordic Swan	🟡
Norsk Økoturisme	🟡

Communication Power Scoring Evaluation Results

Because Geiranger is one of the most visited destinations by tourists in Norway [89], eco-labels are obligated to be recognized. Eco-labels main function is to make consumers recognize as a form of written communication to assure product or service meets a precise criteria [43]. However, with so many eco-labels found in the market, international recognition becomes vital for

consumers to know about them and be able to identify them. Besides, consumers need to perceive they are contributing to a cause and receiving more value for their money [11]. Distrust and lack of credibility over an eco-label could influence consumers behavior and perception over an environmental claim [38]

Under the communication power criterion, results showed that eco-labels have little to none international acknowledgment based on the countries and territories they are found. EarthCheck is found in 155 countries and territories, which makes the most worldwide-used eco-label from this study and the only one which was scored with a high degree level (Table A.6). Subsequently, EU Ecolabel and Green Globe are rated as a medium level while the rest of the eco-labels were scored with a low degree.

Table 4.11: Communication Power Scoring Evaluation Results

Eco-label	Communication Power
EarthCheck	🟢
Eco-certified Tourism	🔴
EU Ecolabel	🟡
Green Globe	🟡
Green Key	🔴
Miljøfyrtårn	🔴
Nordic Swan	🔴
Norsk Økoturisme	🔴

Credibility Scoring Evaluation Results

Consumers are more inclined to purchase an eco-labeled product or service if they have confidence that the attributes claimed to met match with performance results [80]. Transparency becomes a breaking-point for people to lean towards a determined eco-labeled good [67]. Eventually, transparency sets the foundation for trustworthiness to expand [67], and consequently, the more a consumer trust a label, the more they become inclined to consume a product or service with the label [18].

Atkinson and Rosenthal [6] assessed the trust related to the eco-labels type of business model to be able to understand the consumer's reaction to for-profit, non-profit, or government agencies eco-labels. According to Atkinson and Rosenthal [6], people are more likely to trust governments more than non-profit and for-profit eco-labels. Although consumers might like better corporate eco-labels, reliability becomes compromised in regards to trustworthiness [6].

Table 4.5 shows the credibility criterion scoring evaluation results. EU Ecolabel, Green Globe and Norsk Økoturisme obtained a high-level score, while EarthCheck was the only one with a low degree one. The scoring evaluation results show that credibility among the eco-labels might be medium-to-low within the majority of the eco-labels used for this study, and consequently, a lack of credibility might affect the purchase-decision process of some of the eco-labels.

Table 4.12: Credibility Scoring Evaluation Results

Eco-label	Credibility
EarthCheck	🔴
Eco-certified Tourism	🟡
EU Ecolabel	🟢
Green Globe	🟢
Green Key	🟡
Miljøfyrtårn	🟡
Nordic Swan	🟡
Norsk Økoturisme	🟢

4.3.1   Scoring System Application Results Overview

The scoring system developed for this thesis is meant to be a resourceful guide for SMEs in Geiranger to adopt eco-labels for products and services offered in the region. Table 4.13 below shows the scoring system application results by eco-label.

Table 4.13: Scoring System Application Results Overview

Eco-label	SDG 8	SDG 11	SDG 12	SDG 13	SDG 15	Product & Service Relevancy	Resource Requirements	Communication Power	Credibility
EarthCheck	Amber	Red	Red	Red	Green	Green	Red	Green	Red
Eco-certified Tourism	Amber	Red	Red	Red	Green	Red	Green	Red	Amber
EU Ecolabel	Red	Amber	Amber	Green	Amber	Red	Red	Amber	Green
Green Globe	Amber	Red	Red	Red	Red	Amber	Green	Amber	Green
Green Key	Green	Red	Green	Green	Green	Red	Amber	Red	Amber
Miljøfyrtårn	Green	Green	Green	Red	Green	Amber	Amber	Red	Amber
Nordic Swan	Red	Green	Amber	Amber	Amber	Red	Amber	Red	Amber
Norsk Økoturisme	Green	Red	Amber	Amber	Green	Amber	Amber	Red	Green

The overview results show that Miljøfyrtårn and Green Key were the two eco-labels who obtained a majority of high scores and therefore can be recommended to be acquired by SMEs in Geiranger. Both eco-labels obtained higher scores under the SDG coverage, meaning the KPIs used to certify companies is more through and aligned with the SDGs. They two of them scored high in SDGs 8, 12 and 15 criteria. while they differed significantly in the SDG 9 and SDG 13. Green Key scored high in the SDG 13 criterion and scored low in SDG 11. On the other hand, Miljøfyrtårn scored high in SDG 11 and low in SDG 9. If considering the number of high scores, Miljøfytårn and Green Key would be the most recommendable eco-labels for SMEs in Geiranger. However, it is vital to notice that, apart from the SDG coverage, both eco-labels did not manage to score high in the rest of the criteria.

Although Green Key's KPIs are lined up with the SDGs, it scored low for both the product and service relevancy and the communication power criterion. Product and service relevancy affects the possibility of SMEs in Geiranger to adopt this eco-label since not all of the businesses in Geiranger might be eligible to be certified. The fact that is not found as in many countries and territories as the rest of the eco-labels, can make consumers confused and unsecured about this eco-label if they have not known about it before. On the other hand, Green Key scored medium for the credibility criterion, which can be an advantage if they increase their score result under the communication power because it can boost trustworthiness among tourists visiting the area. Trust and confidence are likely to grow once consumer realize is managed by a non-profit organization (4.5).

On the other hand, Miljofyrtårn obtained higher scores than Green Key in the other criteria evaluation. This eco-label scored medium for product and service relevancy, resource requirements and credibility criteria, scoring only low for communication power due to being a one-country-used eco-label. Miljøfyrtarn presented comprehensive KPIs to certify products and service in the tourism industry. Although this eco-label is not solely focused on tourism, it is very versatile and encloses most of the business eligible groups in this assessment. Furthermore, Miljøfyrtårn scored high under SDG Coverage - SDG 15, which is very beneficial for nature-based destinations.

One big drawback for this eco-label is how little it is known of worldwide. Considering Geiranger

receives thousands of visitors from around the world every year, most of them do not know what Miljøfyrtårn stands for and what are the criteria it thrives to achieve. In the end, it is efficiency that can be counterfeited by this. As mentioned earlier, if eco-labels cannot be recognized, consumers behavior could be misled towards purchasing a product or service.

The rest of the eco-labels presented fluctuations among their scoring results. Eco-labels results inconsistencies in regards to the criteria results. Figure 4.3 demonstrates how, although some eco-labels received better scores than others, none of them managed to obtain high scores in the majority of the criteria. With having explained the importance of each criterion, the lower score eco-labels receive, the less likely they will succeed as sustainability tools for SMEs.
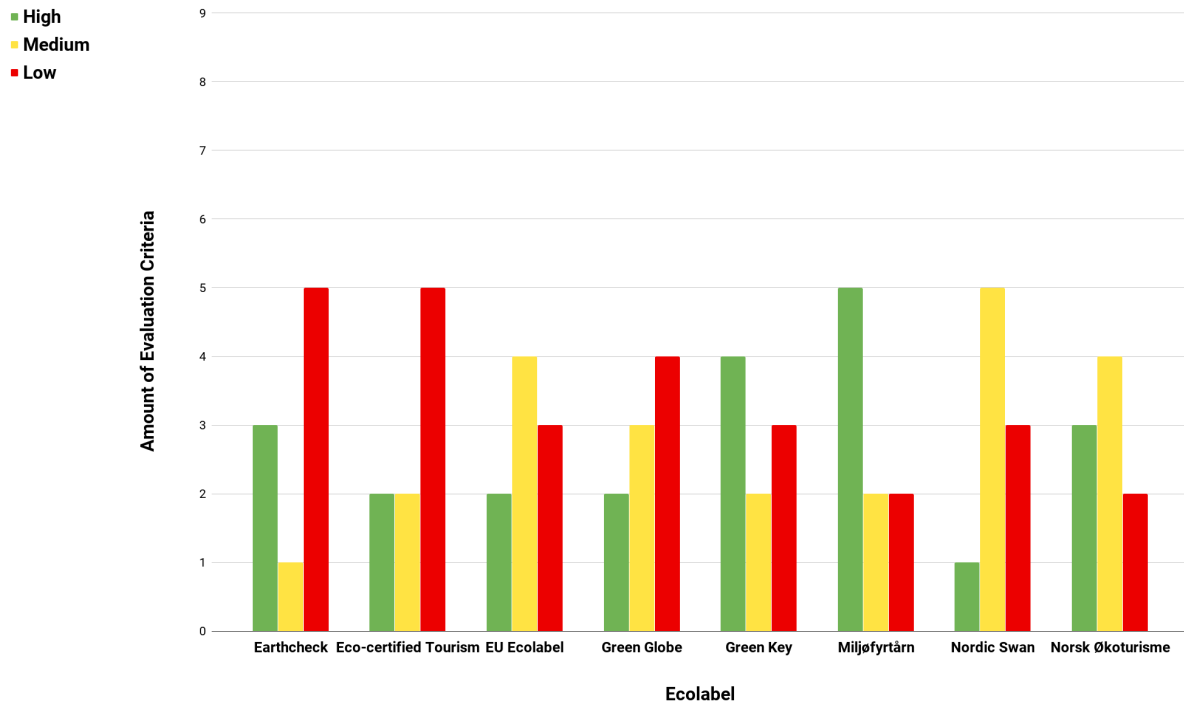
Figure 4.3: Evaluation Criteria Overall Results

Chapter 5

Summary and Conclusions

5.1 Conclusions

Tourism growing worldwide and Norway has experienced an increase in visitors in the last years [61]. This industry has led to a series of challenges related to environmental, social, and economic impacts in nature-based destinations around the world, being Geiranger one of the most affected ones in Norway. As a result, SMEs in the region are attempting to ascertain new ways to achieve sustainability through every level of their business practices to reduce their share of environmental, social, and economic burdens in the region. Eco-labels are an alternative for SMEs to achieve sustainability. Eco-labels ultimate purpose is to certify and to help consumers identify products and services which claim to meet rigorous criteria [41]. However, due to the large number of eco-labels, SMEs can struggle to choose one that could be beneficial and of efficiency. Contribution to SDGs, the products and services certification eligibility, international recognition, and trustworthiness are a few of the variables that determine ideally both sustainability achievement success and SMEs certification adoption [11].

A scoring system was developed to evaluate and score selected eco-labels under a defined set of criteria. The scoring system represents an easy-to-understand approach for viewers to help understand and decide what eco-label could be best to acquire. Built on Silva et al. [74]'s work, the scoring system was divided into three scoring color value scale degrees: high (green), medium

(yellow) or red (low). This scoring system is meant to serve as a precise and effortless solution for rating eco-labels or different environmental tools primarily for nature-based destinations, but potentially applicable as well for different areas and regions.

While most eco-labels claim to have developed through criteria. The scoring system evaluations result significantly varied, which evidence certain aspects that could be improved within eco-labels. This study showed how eco-labels criteria focused on SDG 8 and 15, neglecting SDG 11, 12 and 13 . Furthermore, developing different products and services groups showed more thorough criteria developing process than the ones that had a more reduced catalog of options. Other well-known eco-labels, like the EU eco-label, despite being one of the most known and used in Europe, it could only be adopted organizations classified as hotels, leaving other sorts of tourism organizations behind. Additionally, eco-labels also showed that they do not have a very restrict renewal certification process since the majority of them required in average 3 to 4 years, compromising eco-labels' veracity and up-to-date status policies.

The eco-label certification process can be confusing and challenging to make. Ideally, for an eco-label to score high in the scoring system used in this study, its criteria must sustain some of the SDGs targets broadly, include a wider variety of organizations with more through and specific evaluation criteria for each one of them and it most require certification renewal more often. Moreover, eco-labels must have a high trustworthiness degree and ideally, must be used and known in different countries and territories.

Results showed that Miljøfyrtårn and the Green Key are the adequate eco-labels for SMEs to adopt in nature-based destinations, considering the high scores they obtained under most of the criteria. However, even though Miljøfyrtårn scored high in most of the criteria, it scored low under the communication power criterion. Eco-labels can make a difference only when they serve as a tool to attract consumers. However, this eco-label is only used in Norway, which decreases the chances to affect consumer's behavior when purchasing products or services with it. Moreover, its evaluation criteria seemed to neglect SDG 13, which is closely related to climate change mitigation and adaptation practices. On that hand, even though Green Key has a more international scope, it also scored low in communication power. However, this eco-label showed not to have enough eligible groups to become certified with it. Even if it scored high in most of

the other criteria, SMEs would no be able to become certified with it, unless fall into any of the five groups this eco-label supports.

Findings showed that there is not such a perfect eco-label and the eco-label adopting process should be considered from different angles. Sustainability and its assessment incorporate some principles. Hence, there is an imperative need to develop more efficient and competitive methods and infrastructure to implement sustainable practices within organizations. SMEs must agree and determine which criterion is most crucial for them and their business model. This study intends to assist in understanding the drawbacks and benefits of each of the eco-labels presented. Furthermore, eco-labels can implement new measures to improve eco-labels criteria towards a higher score under the presented criteria and could do it based on the results presented in this study. Likewise, SMEs could make use of this study as a guide when starting an eco-label-adoption-search process.

5.2   Recommendations for Further Work

The research that has been undertaken for this thesis has highlighted some topics on which further research would be needed for more thorough findings. In particular, there is a lack of scoring systems studies, focused on eco-labels for nature-based destinations.

This study only considered eco-labels type I. Other studies suggest eco-labels type II and III might have more acceptance among consumers. An area for further development can be scoring different types of eco-labels to understand and analyze drawbacks and benefits according to the eco-label type. Furthermore, this study was limited only by scoring and evaluating eight eco-labels. It is encouraged to undertake further studies with a more variety of tourism industry eco-labels.

There is also room for improvement concerning the scoring system methodology. In particular, there is a lack of scientific modeling use in developing the scoring system. Moreover, the scoring system was undertaken by normalizing collected data. Further studies might, for example, utilize standardized data for more comprehensive and general use.

The levels of uncertainty related to the criteria can also be subject to further research. Analyzed data were obtained from eco-labels own publishing sources. Clusters are likely to be found between what is published and what is implemented in regards to the KPIs used to certify. No testing nor verifying examinations took place in this study. Further research is suggested to do, taking into consideration validation and verification from data as part of the study to reduce uncertainties in the criteria evaluation results, especially for the SDG Coverage. More criteria properties are incited to be used to reinforce criteria. Moreover, additional criteria considerations could give a further and more in-depth insight into the scoring evaluation system, e.g., financial resources criterion.

This study has developed and evaluated useful eco-labels for nature-based destinations without considering any stakeholder's inputs. For this reason, future research might include qualitative methodology from the stakeholder's point of view. For instance, semi-structured interviews might be helpful tools since they can provide reliable and comparable information from perti-

nent to the study stakeholders.

Another further research suggestion is to work towards developing nature-based exclusive eco-labels. This work made it possible to realize that, even if some eco-labels like Eco-certified tourism, lean more towards sustainability in nature-based destinations, a more sculpt eco-label which is created to exclusively protect these areas and ameliorate their sustainability can be of great advantage. Furthermore, the scoring system approach used in this study could be applied to other regions or industries to evaluate eco-labels efficiency and applicability, which can help in grounding the foundations for products and services in nature-based destinations.

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Appendix A

Tables and Figures

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Table A.1: SDG 8 Targets Description[87]

Target Number	SDG 8 Targets Description
8.1	*Sustain per capita economic growth in accordance with national circumstances and, in particular, at least 7 per cent gross domestic product growth per annum in the least developed countries*
8.2	*Achieve higher levels of economic productivity through diversification, technological upgrading and innovation, including through a focus on high-value added and labour-intensive sectors*
8.3	*Promote development-oriented policies that support productive activities, decent job creation, entrepreneurship, creativity and innovation, and encourage the formalization and growth of micro-, small- and medium-sized enterprises, including through access to financial services*
8.4	*Improve progressively, through 2030, global resource efficiency in consumption and production and endeavour to decouple economic growth from environmental degradation, in accordance with the 10-year framework of programmes on sustainable consumption and production, with developed countries taking the lead*
8.5	*By 2030, achieve full and productive employment and decent work for all women and men, including for young people and persons with disabilities, and equal pay for work of equal value*
8.6	*By 2020, substantially reduce the proportion of youth not in employment, education or training*
8.7	*Take immediate and effective measures to eradicate forced labour, end modern slavery and human trafficking and secure the prohibition and elimination of the worst forms of child labour, including recruitment and use of child soldiers, and by 2025 end child labour in all its forms*
8.8	*Protect labour rights and promote safe and secure working environments for all workers, including migrant workers, in particular women migrants, and those in precarious employment*
8.9	*By 2030, devise and implement policies to promote sustainable tourism that creates jobs and promotes local culture and products*
8.10	*Strengthen the capacity of domestic financial institutions to encourage and expand access to banking, insurance and financial services for all*
8.A	*Increase Aid for Trade support for developing countries, in particular least developed countries, including through the Enhanced Integrated Framework for Trade-Related Technical Assistance to Least Developed Countries*
8.B	*By 2020, develop and operationalize a global strategy for youth employment and implement the Global Jobs Pact of the International Labour Organization*

Table A.2: SDG 11 Targets Description [83]

Target Number	SDG 11 Targets Description
11.1	*By 2030, ensure access for all to adequate, safe and affordable housing and basic services and up-grade slums*
11.2	*By 2030, provide access to safe, affordable, accessible and sustainable transport systems for all, improving road safety, notably by expanding public transport, with special attention to the needs of those in vulnerable situations, women, children, persons with disabilities and older persons*
11.3	*By 2030, enhance inclusive and sustainable urbanization and capacity for participatory, integrated and sustainable human settlement planning and management in all countries*
11.4	*Strengthen efforts to protect and safeguard the world's cultural and natural heritage*
11.5	*By 2030, significantly reduce the number of deaths and the number of people affected and sub-stantially decrease the direct economic losses relative to global gross domestic product caused by disasters, including water-related disasters, with a focus on protecting the poor and people in vul-nerable situations*
11.6	*By 2030, reduce the adverse per capita environmental impact of cities, including by paying special attention to air quality and municipal and other waste management*
11.7	*By 2030, provide universal access to safe, inclusive and accessible, green and public spaces, in par-ticular for women and children, older persons and persons with disabilities*
11.A	*Support positive economic, social and environmental links between urban, peri-urban and rural areas by strengthening national and regional development planning*
11.B	*By 2020, substantially increase the number of cities and human settlements adopting and im-plementing integrated policies and plans towards inclusion, resource efficiency, mitigation and adaptation to climate change, resilience to disasters, and develop and implement, in line with the Sendai Framework for Disaster Risk Reduction 2015-2030, holistic disaster risk management at all levels*
11.C	*Support least developed countries, including through financial and technical assistance, in build-ing sustainable and resilient buildings utilizing local materials*

Table A.3: SDG 12 Targets Description [84]

Target Number	SDG 12 Targets Description
12.1	*Implement the 10-year framework of programmes on sustainable consumption and production, all countries taking action, with developed countries taking the lead, taking into account the development and capabilities of developing countries*
12.2	*By 2030, achieve the sustainable management and efficient use of natural resources*
12.3	*By 2030, halve per capita global food waste at the retail and consumer levels and reduce food losses along production and supply chains, including post-harvest losses*
12.4	*By 2020, achieve the environmentally sound management of chemicals and all wastes throughout their life cycle, in accordance with agreed international frameworks, and significantly reduce their release to air, water and soil in order to minimize their adverse impacts on human health and the environment*
12.5	*By 2030, substantially reduce waste generation through prevention, reduction, recycling and reuse*
12.6	*Encourage companies, especially large and transnational companies, to adopt sustainable practices and to integrate sustainability information into their reporting cycle*
12.7	*Promote public procurement practices that are sustainable, in accordance with national policies and priorities*
12.8	*By 2030, ensure that people everywhere have the relevant information and awareness for sustainable development and lifestyles in harmony with nature*
12.A	*Support developing countries to strengthen their scientific and technological capacity to move towards more sustainable patterns of consumption and production*
12.B	*Develop and implement tools to monitor sustainable development impacts for sustainable tourism that creates jobs and promotes local culture and products*
12.C	*Rationalize inefficient fossil-fuel subsidies that encourage wasteful consumption by removing market distortions, in accordance with national circumstances, including by restructuring taxation and phasing out those harmful subsidies, where they exist, to reflect their environmental impacts, taking fully into account the specific needs and conditions of developing countries and minimizing the possible adverse impacts on their development in a manner that protects the poor and the affected communities*

Table A.4: SDG 13 Targets Description [85]

Target Number	SDG 13 Targets Description
13.1	*Strengthen resilience and adaptive capacity to climate-related hazards and natural disasters in all countries*
13.2	*Integrate climate change measures into national policies, strategies and planning*
13.3	*Improve education, awareness-raising and human and institutional capacity on climate change mitigation, adaptation, impact reduction and early warning*
13.A	*Implement the commitment undertaken by developed-country parties to the United Nations Framework Convention on Climate Change to a goal of mobilizing jointly $100 billion annually by 2020 from all sources to address the needs of developing countries in the context of meaningful mitigation actions and transparency on implementation and fully operationalize the Green Climate Fund through its capitalization as soon as possible*
13.B	*Promote mechanisms for raising capacity for effective climate change-related planning and management in least developed countries and small island developing States, including focusing on women, youth and local and marginalized communities*
12.C	*Rationalize inefficient fossil-fuel subsidies that encourage wasteful consumption by removing market distortions, in accordance with national circumstances, including by restructuring taxation and phasing out those harmful subsidies, where they exist, to reflect their environmental impacts, taking fully into account the specific needs and conditions of developing countries and minimizing the possible adverse impacts on their development in a manner that protects the poor and the affected communities*

Table A.5: SDG 15 Targets Description [86]

Target Number	SDG 15 Targets Description
15.1	*By 2020, ensure the conservation, restoration and sustainable use of terrestrial and inland freshwater ecosystems and their services, in particular forests, wetlands, mountains and drylands, in line with obligations under international agreements*
15.2	*By 2020, promote the implementation of sustainable management of all types of forests, halt deforestation, restore degraded forests and substantially increase afforestation and reforestation globally*
15.3	*By 2030, combat desertification, restore degraded land and soil, including land affected by desertification, drought and floods, and strive to achieve a land degradation-neutral world*
15.4	*By 2030, ensure the conservation of mountain ecosystems, including their biodiversity, in order to enhance their capacity to provide benefits that are essential for sustainable development*
15.5	*Take urgent and significant action to reduce the degradation of natural habitats, halt the loss of biodiversity and, by 2020, protect and prevent the extinction of threatened species*
15.6	*Promote fair and equitable sharing of the benefits arising from the utilization of genetic resources and promote appropriate access to such resources, as internationally agreed*
15.7	*Take urgent action to end poaching and trafficking of protected species of flora and fauna and address both demand and supply of illegal wildlife products*
15.8	*By 2020, introduce measures to prevent the introduction and significantly reduce the impact of invasive alien species on land and water ecosystems and control or eradicate the priority species*
15.9	*By 2020, integrate ecosystem and biodiversity values into national and local planning, development processes, poverty reduction strategies and accounts*
15.A	*Mobilize and significantly increase financial resources from all sources to conserve and sustainability use biodiversity and ecosystems*
15.B	*Mobilize significant resources from all sources and at all levels to finance sustainable forest management and provide adequate incentives to developing countries to advance such management, including for conservation and reforestation*
15.C	*Enhance global support for efforts to combat poaching and trafficking of protected species, including by increasing the capacity of local communities to pursue sustainable livelihood opportunities*
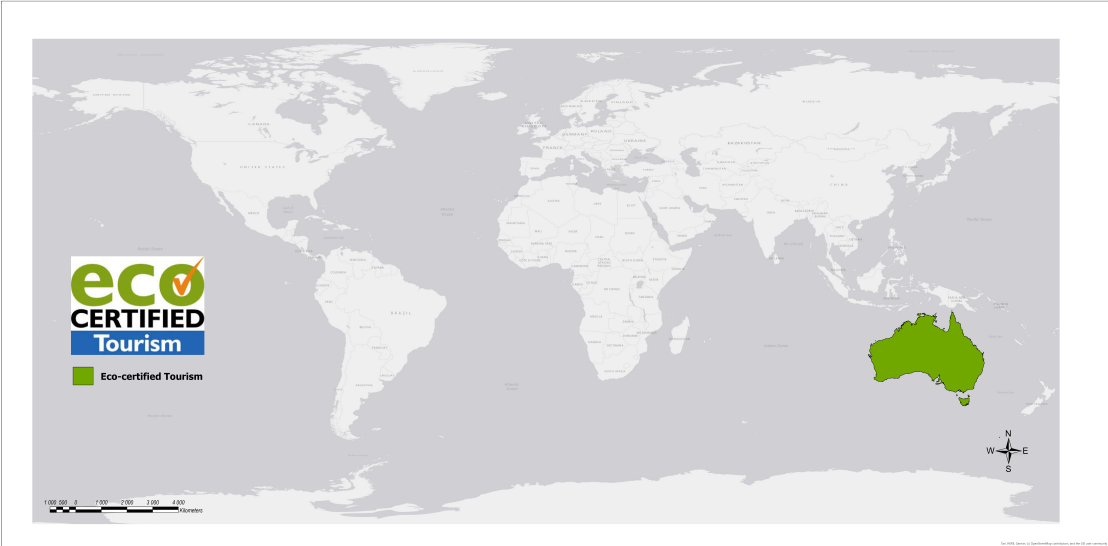
Figure A.1: Eco-certified Tourism Countries & Territories Coverage [26]
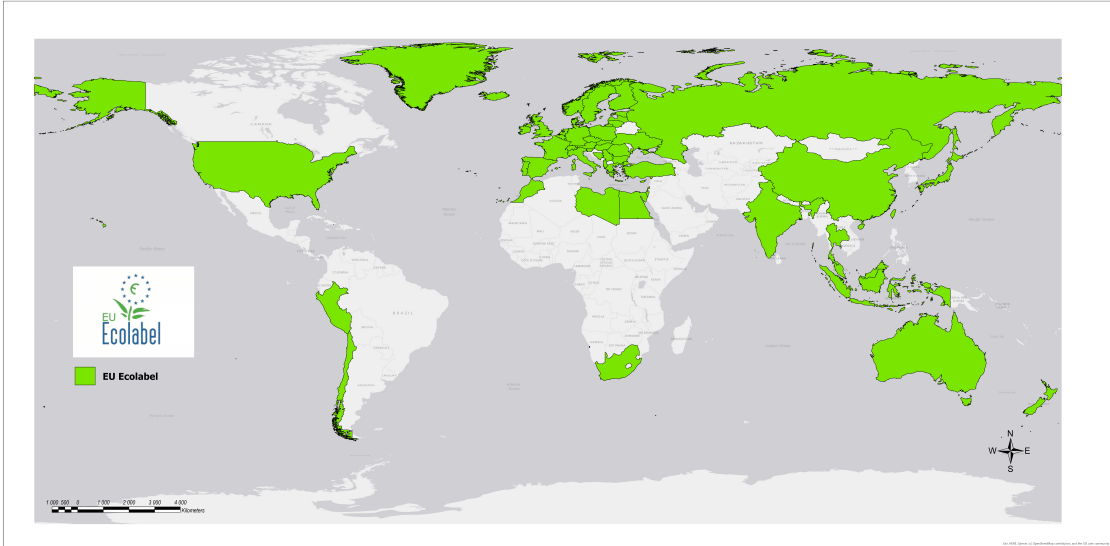
Figure A.2: EU Ecolabel Tourism Countries & Territories Coverage [26]
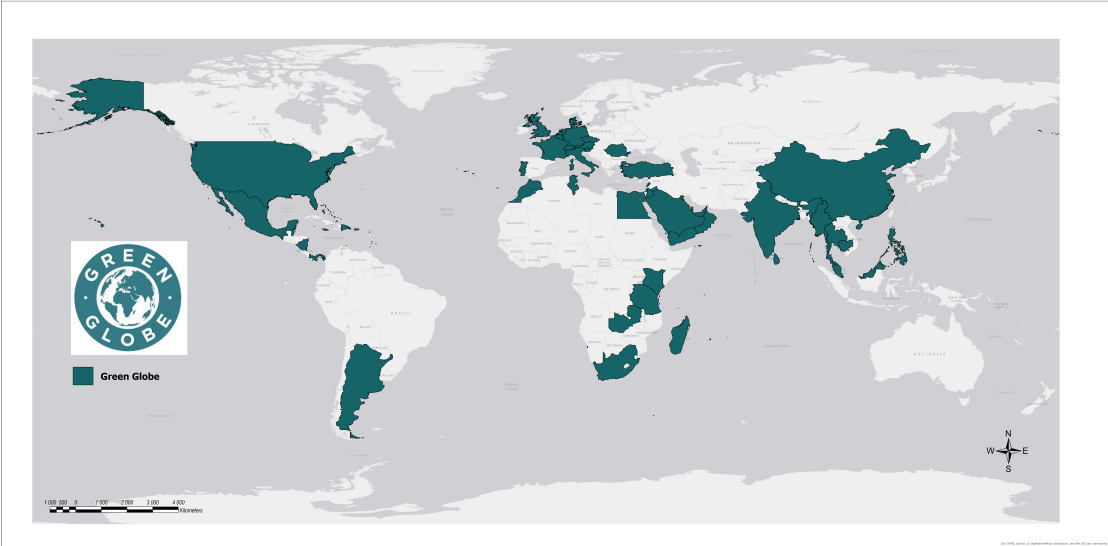
Figure A.3: Green Globe Tourism Countries & Territories Coverage [26]
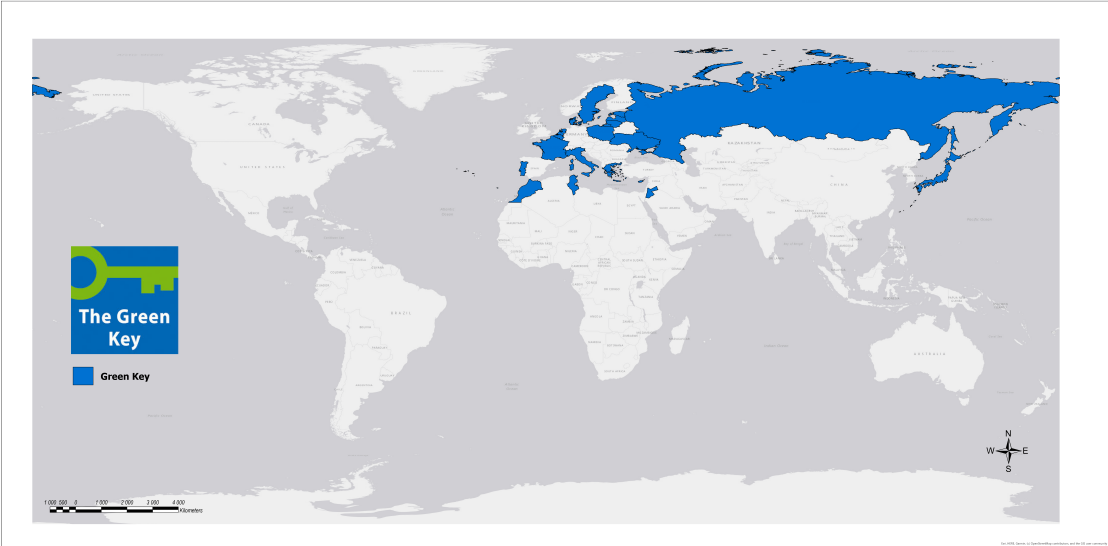
Figure A.4: Green Key Tourism Countries & Territories Coverage [26]
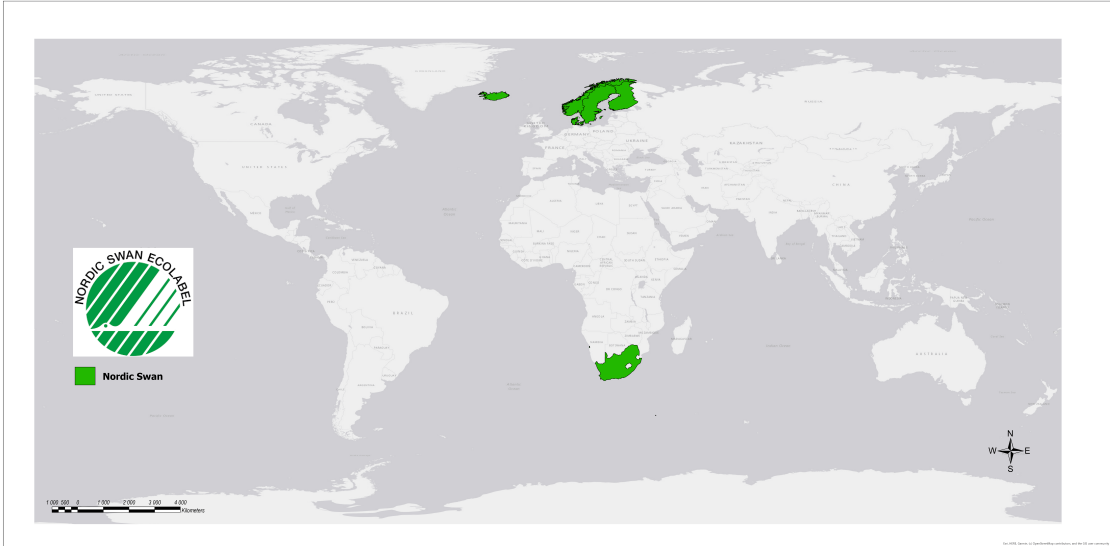
Figure A.5: Nordic Swan Tourism Countries & Territories Coverage [26]
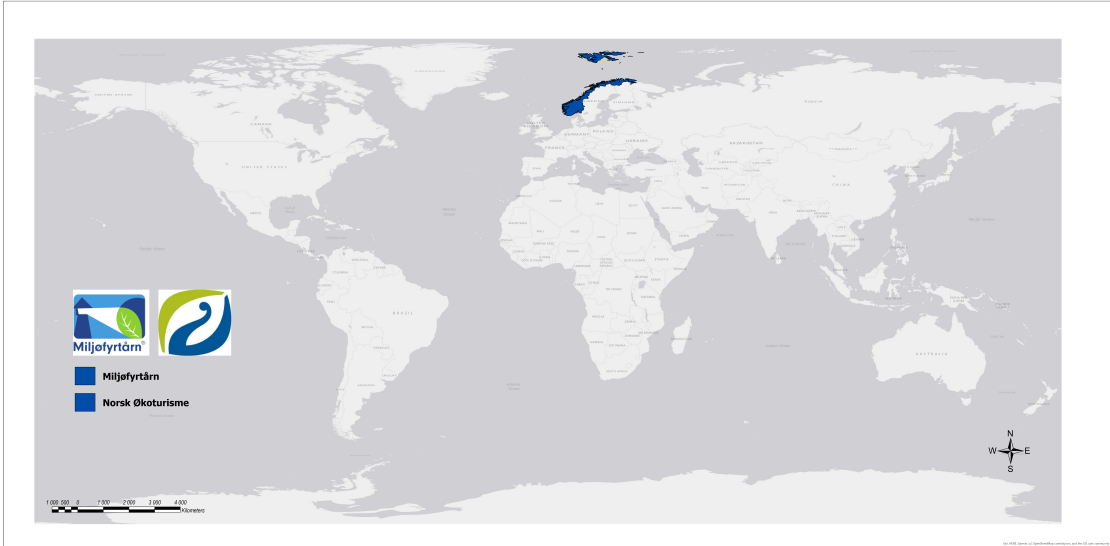
Figure A.6: Miljøfyrtårn & Norsk Økoturisme Countries & Territories Coverage [26]

Table A.6: EarthCheck [25]

Evaluation Criteria	8 DECENT WORK AND ECONOMIC GROWTH	11 SUSTAINABLE CITIES AND COMMUNITIES	12 RESPONSIBLE CONSUMPTION AND PRODUCTION	13 CLIMATE ACTION	15 LIFE ON LAND
Commitment and Policy					
1.1.1 Responsibilities					
1.1.2 Staff awareness & Training	✓	✓			
1.1.3 Management awareness & leadership		✓	✓		
1.2 Develop Policy				✓	
1.2.1 Environmental protection				✓	
1.2.2 Continual improvement			✓	✓	
1.2.3 Legal compliance	✓				
1.2.4 Local employment	✓	✓			
1.2.5 Products and services	✓	✓			
1.3 Adopt policy	✓				
1.4 Promote policy	✓				
1.5 Publicly available	✓				
1.6 Review policy			✓		
1.7 Staff training on commitment & policy	✓	✓	✓		
Benchmarking & Performance					
2.1 Data collection	✓	✓	✓	✓	✓
2.1.1 Sector specific indicators	✓	✓	✓	✓	✓
2.1.2 Optional indicators	✓	✓	✓	✓	✓
2.2 Benchmarking documented information		✓	✓	✓	✓
2.3.1 Greenhouse gas emissions		✓	✓	✓	✓
2.3.2 Energy efficiency, conservation & management		✓	✓	✓	✓
2.3.3 Management of freshwater resources		✓	✓	✓	✓
2.3.3.1 Storm water management		✓		✓	✓
2.3.4 Ecosystems conservation & management			✓		✓
2.3.4.1 Minimize eco-disturbance		✓			✓

Table A.6 continued from previous page

Evaluation Criteria	8 Decent Work and Economic Growth	11 Sustainable Cities and Communities	12 Responsible Consumption and Production	13 Climate Action	15 Life on Land
2.3.4.2 Wildlife					✓
2.3.4.3 Protected species					✓
2.3.4.4 Materials & vehicles		✓	✓		
2.3.5 Land use planning & management		✓	✓		✓
2.3.6 Air quality, noise & light controls		✓	✓		✓
2.3.7 Waste-water management		✓	✓		✓
2.3.8 Solid waste management		✓	✓		✓
2.4.1 Cultural sensitivity		✓			
2.4.2 Cultural engagement		✓			
2.4.3 Cultural awareness		✓			
2.4.4 Local Employment	✓	✓			
2.4.5 Employment conditions	✓	✓			
2.4.6 Local goods & services	✓	✓	✓		
2.5 Management of environmentally harmful substances	✓	✓	✓		
2.5.1 Substance disposal				✓	✓
2.5.2 Rectification of harmful substances			✓	✓	✓
2.6 Staff training on benchmarking & performance		✓	✓	✓	
Governance 3.1 Compliance obligations					
3.1.1 Legislation register		✓			
3.2 International standards					
3.3 Risk assessment	✓			✓	
3.3.1 Aspects & impacts	✓			✓	✓
3.3.2 Likelihood & severity					
3.3.3 Stakeholder views		✓			
3.3.4 Emergency planning & response					

Table A.6 continued from previous page

	Evaluation Criteria	8 Decent Work and Economic Growth	11 Sustainable Cities and Communities	12 Responsible Consumption and Production	13 Climate Action	15 Life on Land
	3.3.5 Review Annually					✓
	3.4 Staff training on governance		✓			
Sustainability and Energy Approach	4.1 Sustainability & Energy approach	✓	✓	✓	✓	
	4.1.1 Environmental impact					
	4.2 Sustainability action plan					
	4.2.1 Retain documented information					
	4.2.2 Review					
	4.3 Environmental management system (EMS) & Energy Management System (EnMS)					
	4.3.1 EMS Relevance					
	4.3.2 EMS Documentation					
	4.3.3 Operational controls					
	4.3.4 Monitoring & assessment	✓				
	4.3.5 Internal audits	✓				
	4.3.6 Corrective & preventative action					
	4.3.7 Control of documentation					
	4.3.8 Management review					
	4.4 Staff training on sustainability approach	✓				
Communication	5.1 Policy & performance					
	5.2 Customer satisfaction					
	5.3 Maintain documented information		✓			
	5.4 Encourage participation	✓	✓	✓		
	5.5 Inform customers		✓			
	5.6 Raise awareness		✓			
	5.7 Staff training on communication	✓	✓	✓	✓	✓

Table A.7: Eco-certified Tourism [27]

Evaluation Criteria		8 DECENT WORK AND ECONOMIC GROWTH	11 SUSTAINABLE CITIES AND COMMUNITIES	12 RESPONSIBLE CONSUMPTION AND PRODUCTION	13 CLIMATE ACTION	15 LIFE ON LAND
Business Management and Operational Planning	Legal compliance	✓	✓	✓	✓	✓
	Insurance details	✓				
	Business plan	✓				
	Marketing plan	✓		✓		
	Human resources	✓				
	Operational management and business systems	✓		✓		
	Customer service	✓		✓		
	Risk management	✓		✓		
Responsible Marketing		✓		✓		
Customer Satisfaction		✓		✓		
Environmental Management	Environmental management procedures:	✓	✓	✓	✓	✓
	Suppliers and business partners:	✓		✓		
	The changing climate		✓	✓	✓	
	Business vulnerability and adaptation to climate change		✓	✓	✓	
	Location		✓	✓		
	Construction methods and materials		✓	✓	✓	
	Site disturbance and landscaping		✓	✓		✓
	Drainage, soil and water management		✓	✓		✓
	Lighting				✓	
	Water supply and conservation			✓		✓
	waste-water				✓	✓
	Noise				✓	✓
	Air quality		✓		✓	✓

Table A.7 continued from previous page

Evaluation Criteria	8 DECENT WORK AND ECONOMIC GROWTH	11 SUSTAINABLE CITIES AND COMMUNITIES	12 RESPONSIBLE CONSUMPTION AND PRODUCTION	13 CLIMATE ACTION	15 LIFE ON LAND
Waste minimization and management		✓	✓		
Energy use and minimization - buildings and equipment		✓		✓	
Energy use and minimization - transport		✓		✓	
Minimal disturbance to wildlife					✓
Minimal impact nocturnal wildlife viewing			✓		✓
Minimal impact marine and aquatic animal viewing			✓		✓
Minimal impact walking		✓			
Minimal impact camping, including regular rest stops for tours	✓	✓	✓		✓
Minimal impact vehicle use		✓	✓		
Minimal impact power boat use		✓	✓		
Minimal impact non-powered boat use		✓	✓		
Minimal impact aircraft use		✓	✓		
Minimal impact rock climbing and abseiling	✓	✓			
Minimal impact caving - show caves	✓	✓			✓
Minimal impact caving - wild caves	✓	✓			✓
Minimal impact snorkelling and scuba diving	✓	✓	✓		
Minimal impact trail riding and animal tours	✓	✓	✓		✓
Minimal impact fishing	✓	✓	✓		✓
Minimal impact houseboat use - inland waters		✓	✓		✓
Minimal impact houseboat use - marine		✓			✓
Animals in captivity	✓	✓	✓		
Interpretation and Education					
Interpretation planning			✓		✓
Opportunities for interpretation			✓		
Credibility of interpretation and educational information			✓	✓	
Staff training, awareness and understanding			✓	✓	

Table A.7 continued from previous page

Evaluation Criteria	8 DECENT WORK AND ECONOMIC GROWTH	11 SUSTAINABLE CITIES AND COMMUNITIES	12 RESPONSIBLE CONSUMPTION AND PRODUCTION	13 CLIMATE ACTION	15 LIFE ON LAND
Contribution to Conservation					
Conservation initiatives – local		✓		✓	✓
Conservation initiatives – national/global		✓		✓	✓
Working with Local Communities					
Provision of local benefits	✓	✓	✓		
Minimal impact on local communities		✓	✓		
Community involvement			✓		
Cultural Respect and Sensitivity					
Consultation and training			✓	✓	
Visitor information			✓	✓	
Indigenous arts, crafts & goods	✓	✓	✓		

Table A.8: EU Ecolabel [28]

Category	Evaluation Criteria	8 Decent Work and Economic Growth	11 Sustainable Cities and Communities	12 Responsible Consumption and Production	13 Climate Action	15 Life on Land
General management	Basis of an Environmental Management System			✓	✓	
	Staff training	✓				
	Information to guests			✓	✓	
	General maintenance		✓	✓		
	Consumption monitoring		✓	✓		
	EMAS registration, ISO certification of the tourist accommodation	✓	✓		✓	✓
	EMAS registration or ISO certification of suppliers			✓	✓	✓
	Eco-labelled services			✓	✓	✓
	Environmental and social communication and education			✓	✓	
Energy	Consumption monitoring: Energy and water sub-metering		✓	✓	✓	
	Energy efficient space heating and water heating appliances		✓	✓	✓	
	Energy efficient air conditioning and air-based heat pumps appliances		✓	✓	✓	
	Energy efficient lighting		✓	✓	✓	
	Thermo regulation		✓	✓	✓	
	Automatic switching off of appliances/devices		✓	✓	✓	
	Outside heating and air conditioning appliances		✓	✓	✓	
	Procurement of electricity from a renewable electricity supplier		✓	✓	✓	
	Coal and heavy oils		✓	✓	✓	
	Energy efficient space heating and water heating appliances		✓	✓	✓	
	Energy efficient air conditioning and air-based heat pumps appliances		✓	✓	✓	
	Air-based heat pumps up to 100 kW heat output		✓	✓	✓	
	Energy efficient household appliances and lighting		✓	✓	✓	

Table A.8 continued from previous page

	Evaluation Criteria	8 DECENT WORK AND ECONOMIC GROWTH	11 SUSTAINABLE CITIES AND COMMUNITIES	12 RESPONSIBLE CONSUMPTION AND PRODUCTION	13 CLIMATE ACTION	15 LIFE ON LAND
	Heat recovery		✓	✓	✓	
	Thermo regulation and window insulation		✓	✓	✓	
	Automatic switch off appliances/devices		✓	✓	✓	
	District heating/cooling and cooling from co-generation		✓	✓	✓	
	Electric hand driers with proximity sensor		✓	✓	✓	
	Space Heater NOx emissions		✓	✓	✓	
	Procurement of electricity from a renewable electricity supplier		✓	✓	✓	
	On site self-generation of electricity through renewable energy sources		✓	✓	✓	
	Heating energy from renewable energy sources		✓	✓	✓	
	Swimming pool heating		✓	✓	✓	
Water	Efficient water fittings:Bathroom taps and showers		✓	✓		
	Efficient water fittings: toilets and urinals		✓	✓		
	Reduction in laundry achieved through reuse of towels and bed clothes		✓	✓		
	Efficient water fittings: Bathroom taps and showers		✓			
	Efficient water fittings: Toilets and urinals		✓			
	Dishwasher water consumption		✓	✓		✓
	Washing machine water consumption		✓			
	Indications on water hardness		✓			
	Optimized pool management		✓		✓	
	Rainwater and grey water recycling		✓	✓		✓
	Efficient irrigation		✓	✓		✓
	Native or non-invasive alien species used in outdoor planting		✓			✓
Waste and waste-water	Waste prevention: Food service waste reduction plan		✓	✓		

Table A.8 continued from previous page

Evaluation Criteria	8 DECENT WORK AND ECONOMIC GROWTH	11 SUSTAINABLE CITIES AND COMMUNITIES	12 RESPONSIBLE CONSUMPTION AND PRODUCTION	13 CLIMATE ACTION	15 LIFE ON LAND
Waste prevention: Disposable items		✓	✓		
Waste sorting and sending for recycling		✓	✓		
Paper Products			✓		
Durable goods			✓		
Beverages provision			✓		
Detergents and toiletries procurement			✓		
Cleaning products minimization			✓		
De-icing			✓		
Used textiles and furniture			✓		
Composting		✓	✓		
Waste-water treatment		✓	✓		
Other criteria					
No smoking in common area sand rooms		✓			
Promotion of environmentally preferable means of transport		✓		✓	
Information appearing on the EU Ecolabel			✓	✓	
No smoking in rooms		✓		✓	
Social policy	✓				✓
Tourist accommodation maintenance generated traffic	✓	✓		✓	
Environmentally preferable means of transport offer		✓		✓	
Unsealed surfaces		✓			✓
Local and organic products			✓		✓
Pesticide avoidance		✓	✓		✓
Additional environmental and social actions		✓	✓	✓	✓

Table A.9: Green Globe [34]

Evaluation Criteria		8 DECENT WORK AND ECONOMIC GROWTH	11 SUSTAINABLE CITIES AND COMMUNITIES	12 RESPONSIBLE CONSUMPTION AND PRODUCTION	13 CLIMATE ACTION	15 LIFE ON LAND
A. Sustainable Management	A.1 Implement a Sustainability Management System		✓	✓	✓	✓
	A.2 Legal Compliance	✓		✓	✓	✓
	A.3 Employee Training	✓				
	A.4 Customer Satisfaction	✓		✓		
	A.5 Accuracy of Promotional Materials	✓	✓	✓		
	A.6 Local Zoning, Design and Construction		✓			
	A.6.1 Design and Construction – Compliance with Legal Requirements					
	A.6.2 & 3 Sustainable Design and Construction of Buildings and Infrastructure – New and Existing Buildings		✓			
	A.7 Interpretation			✓	✓	
	A.8 Communications Strategy			✓	✓	
	A.9 Health and Safety	✓		✓		
B. Social/Economic	B.1 Community Development		✓			
	B.2 Local Employment	✓				
	B.3 Fair Trade	✓		✓		
	B.4 Support Local Entrepreneurs	✓				

Table A.9 continued from previous page

Evaluation Criteria	8 Decent Work and Economic Growth	11 Sustainable Cities and Communities	12 Responsible Consumption and Production	13 Climate Action	15 Life on Land
B.5 Respect Local Communities		✓			
B.6 Exploitation					
B.7 Equitable Hiring	✓	✓	✓		
B.8 Employee Protection	✓				
B.9 Basic Services		✓			
C. Cultural Heritage					
C.1 Code of Behavior	✓	✓			
C.2 Historical Artifacts	✓		✓		
C.3 Protection of Sites		✓	✓		
C.4 Incorporation of Culture		✓	✓		
D. Environmental					
D.1 Conserving Resources					
D.1.1 Purchasing Policy	✓				
D.1.2 Consumable Goods					
D.1.3 Energy Consumption		✓	✓	✓	
D.1.4 Water Consumption		✓	✓	✓	✓
D.2 Reducing Pollution					
D.2.1 Greenhouse Gas		✓		✓	
D.2.2 Waste-water		✓	✓		
D.2.3 Waste Management Plan		✓	✓	✓	
D.2.3.1 Plan and Reduce					
D.2.3.2 Reuse			✓	✓	
D.2.3.3 Recycle				✓	
D.2.4 Harmful Substances		✓	✓	✓	
D.2.5 Other Pollutants		✓	✓	✓	
D.3 Conserving Biodiversity, Ecosystems, and Landscapes					
D.3.1 Wildlife Species					✓

Table A.9 continued from previous page

Evaluation Criteria	8 DECENT WORK AND ECONOMIC GROWTH	11 SUSTAINABLE CITIES AND COMMUNITIES	12 RESPONSIBLE CONSUMPTION AND PRODUCTION	13 CLIMATE ACTION	15 LIFE ON LAND
D.3.2. Wildlife in Captivity					✓
D.3.3. Landscaping		✓			✓
D.3.4. Biodiversity Conservation					✓
D.3.5. Interactions with Wildlife					✓

Table A.10: Green Key [30]

	Evaluation Criteria	8 DECENT WORK AND ECONOMIC GROWTH	11 SUSTAINABLE CITIES AND COMMUNITIES	12 RESPONSIBLE CONSUMPTION AND PRODUCTION	13 CLIMATE ACTION	15 LIFE ON LAND
Environmental Management	The management must be involved and appoint an environmental manager from amongst the staff of the establishment.	✓				
	The establishment must formulate an environmental policy.	✓	✓	✓	✓	✓
	The establishment must formulate objectives and an annual action plan for constant improvement.	✓	✓	✓	✓	✓
	All documentation concerning the Green Key must be kept and maintained in a binder ready for inspection.	✓	✓	✓	✓	✓
	The environmental manager must ensure that the Green Key criteria are reviewed annually.	✓	✓	✓	✓	✓
	The establishment must establish active collaboration with relevant stakeholders.	✓	✓	✓		
	The establishment will measure its carbon footprint through the use of a recognized CO2 measurement tool.	✓	✓	✓		
Staff Involvement	The management must hold periodic meetings with the staff in order to brief them on issues concerning existing and new environmental initiatives.	✓	✓	✓	✓	
	The environmental manager must participate in meetings with management for the purpose of presenting the environmental developments of the establishment.	✓	✓	✓	✓	
	The environmental manager and other staff members must receive training on environmental and other sustainability issues.	✓	✓	✓	✓	
	The environmental manager must ensure that the employees are aware of the establishment's environmental undertakings.	✓	✓	✓	✓	
	The housekeeping service must know and accept the procedures regarding towels and/or sheets use.	✓		✓		
Guest Information	The Green Key award must be displayed in a prominent place.			✓	✓	

Table A.10 continued from previous page

	Evaluation Criteria	8 DECENT WORK AND ECONOMIC GROWTH	11 SUSTAINABLE CITIES AND COMMUNITIES	12 RESPONSIBLE CONSUMPTION AND PRODUCTION	13 CLIMATE ACTION	15 LIFE ON LAND
	Information material about Green Key must be visible and accessible for guests.				✓	
	Information about Green Key and environmental information must be available on the establishment's website.			✓	✓	
	The establishment must keep the guests informed and involved about its environmental work and encourage guests to participate in environmental initiatives.			✓	✓	
	Staff must be in a position to inform guests about Green Key and the current environmental activities and undertakings of the establishment.	✓		✓	✓	
	The establishment must be able to inform guests about local public transportation systems, shuttle bus or cycling/walking alternatives.			✓		
	Persons in charge of welcoming guests must be in a position to inform guests about Green Key and the current environmental activities and undertakings of the establishment.	✓			✓	
	Information about energy and water saving should be visible for guests.			✓	✓	
	The establishment provides its guests with the opportunity to evaluate its environmental and/or socio-cultural performance.			✓	✓	
Water	The total water consumption must be registered at least once a month.		✓	✓		
	Newly purchased toilets must not flush more than 6 litres per flush.		✓	✓		
	The staff and cleaning personnel must have a system in place to regularly check for dripping taps and leaky toilets.	✓		✓		
	The owner/staff must have a system in place to regularly check for dripping taps and leaky toilets and leaking swimming pools.	✓		✓		
	Water flow from at least 75% of the showers must not exceed 9 litres per minute.		✓	✓		
	Water flow from at least 75% of the taps must not exceed 8 litres per minute.		✓	✓		

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Evaluation Criteria	8 DECENT WORK AND ECONOMIC GROWTH	11 SUSTAINABLE CITIES AND COMMUNITIES	12 RESPONSIBLE CONSUMPTION AND PRODUCTION	13 CLIMATE ACTION	15 LIFE ON LAND
Urinals must have sensors, water saving devices or be water free.		✓	✓		
Urinals in public areas must have sensors, water saving devices, or be water free.		✓	✓		
Newly purchased cover or tunnel dishwashers must not consume more water than 3.5 litres per basket.		✓	✓		
Separate water metres are installed in areas with a high degree of water consumption.		✓	✓		
Instructions for saving water and energy during operation of dishwashers must be displayed near the machine.			✓		
Water flow from taps and toilets in public areas should not exceed 6litres per minute.		✓	✓		
A grease trap must be installed.		✓	✓		
All waste-water must be treated in accordance with national and local regulations.		✓	✓		
Newly purchased dishwashers and laundry machines must not be conventional domestic appliances.		✓	✓		
Separate water metres are installed in areas with a high degree of water consumption.			✓		
Water flow from taps in the toilets should not exceed 6 litres per minute.		✓	✓		
waste-water is re-used (after treatment).		✓	✓		
Rainwater is collected and used for toilets or other suitable purposes.		✓	✓		
Newly purchased toilets have 3/6litres dual flush.		✓	✓		
The swimming pool follows nationally approved standards on water quality, health and safety.		✓	✓		
The swimming pool is covered or has other systems in place to limit water use.		✓	✓		

Table A.10 continued from previous page

	Evaluation Criteria	8 DECENT WORK AND ECONOMIC GROWTH	11 SUSTAINABLE CITIES AND COMMUNITIES	12 RESPONSIBLE CONSUMPTION AND PRODUCTION	13 CLIMATE ACTION	15 LIFE ON LAND
Washing and Cleaning	Regular checks show that there is no leak in the swimming pool.		✓	✓		
	There must be signs in the rooms informing guests that sheets and/or towels will only be changed upon request.			✓		
	Newly purchased chemical cleaning products for daily use must either have a nationally or internationally recognized eco label or cannot contain compounds listed in the Green Key blacklist.		✓	✓		
	Disinfection substances must only be used when necessary and in correspondence with the legislation on hygiene.		✓	✓		
	In EU countries, newly purchased paper towels, facial tissues and toilet paper must be made of non-chlorine bleached paper or awarded with an eco-label.		✓	✓		
	In non-EU countries, newly purchased paper towels, facial tissues and toilet paper must be made of non-chlorine bleached paper or awarded with an ecolabel.		✓	✓		
	Instructions of only using laundry machines when full and using the environmentally friendly washing program should be displayed near the machine.			✓		
	The establishment uses eco-labelled dishwasher and laundry detergents.		✓	✓		
	Fibre cloth is used for cleaning to save water and chemicals.		✓	✓		
	The establishment avoids fragrance spray and perfume in connection with washing and cleaning.		✓	✓		
Waste	The establishment must separate waste as per national legislation but with a minimum of three categories.		✓	✓		
	The separated waste must be-handled separately by the local or national waste management facilities, by a private entity or by the establishment's own facilities.		✓	✓		

Table A.10 continued from previous page

Evaluation Criteria	8 DECENT WORK AND ECONOMIC GROWTH	11 SUSTAINABLE CITIES AND COMMUNITIES	12 RESPONSIBLE CONSUMPTION AND PRODUCTION	13 CLIMATE ACTION	15 LIFE ON LAND
If the local waste management authorities do not collect waste within a reasonable distance from the establishment, then the establishment must ensure safe transportation of its waste to the nearest appropriate site for waste treatment.		✓	✓		
Instructions on how to separate and handle waste must be easily available to the staff in an understandable and simple format.	✓		✓	✓	
Newly purchased pumps and refrigeration plants must not use CFC or HCFC refrigerants. All equipment must always comply with national legislation on phasing out refrigerants.		✓	✓		
Disposable cups, plates and cutlery must only be used in the pool areas, at certain events, in fitness and spa areas and in connection with take-away of food and drinks.			✓		
Hazardous solid and liquid chemicals must be stored in separate containers preventing leaking and contamination of the environment.		✓	✓		✓
Hazardous solid and liquid chemical waste must be transported safely to an approved reception facility.		✓	✓		✓
Each toilet must have a waste bin.		✓	✓		
Each bathroom must have a waste bin.		✓	✓		
The establishment must register the total amount of waste and have a waste plan in place to reduce and/or reuse waste.		✓	✓		
Guests have the possibility to separate waste into categories that can be handled by the waste management facilities.		✓	✓		
The establishment has dispensers for hand soap/shampoo.		✓	✓		
Toiletries such as shampoo, soap, shower caps, etc. in rooms are not packaged in single dose containers. If so, they must be packaged immaterial that can be recycled or is biodegradable.		✓	✓		

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Evaluation Criteria	8 DECENT WORK AND ECONOMIC GROWTH	11 SUSTAINABLE CITIES AND COMMUNITIES	12 RESPONSIBLE CONSUMPTION AND PRODUCTION	13 CLIMATE ACTION	15 LIFE ON LAND
Soap and shampoo provided for the guests have a nationally or internationally recognized ecolabel.		✓	✓		
Single dose packages for cream,butter, jam etc. are not used,reduced or packaged in material that can be recycled.		✓	✓		
The establishment makes arrangements for the collection and disposal of packaging with an appropriate supplier.		✓	✓		
The establishment uses biodegradable disposable cups,plates and cutlery.		✓	✓		
Organic waste is composted.		✓	✓		✓
Energy — Energy use must be registered at least once a month.		✓	✓	✓	
Heating and air-conditioning control systems must be applied according to the seasonal changes or when the establishment's facilities are not in use.		✓	✓	✓	
At least 75% of the light bulbs are energy efficient.		✓	✓	✓	
Fat filters in the exhaust must be cleaned at least once a year.		✓	✓	✓	
The surfaces of the heating/cooling exchange of the ventilation plant must be cleaned at least once a year.		✓	✓	✓	
The ventilation system must be checked at least once a year and repaired if necessary in order to be energy efficient at all times.		✓	✓	✓	
Refrigerators, cold stores, heating cupboards and ovens must be equipped with intact draught excluders		✓	✓	✓	
Newly purchased mini-bars must not have an energy consumption of more than 1 kWh/day.		✓	✓	✓	
There is a written procedure regarding electric devices in empty cabins/rooms.		✓	✓	✓	
The establishment has defined a standard temperature for cooling and heating in public areas and cabins/rooms.		✓	✓	✓	

Table A.10 continued from previous page

Evaluation Criteria	8 DECENT WORK AND ECONOMIC GROWTH	11 SUSTAINABLE CITIES AND COMMUNITIES	12 RESPONSIBLE CONSUMPTION AND PRODUCTION	13 CLIMATE ACTION	15 LIFE ON LAND
Outside lighting is minimized and/or has an automatic turn off sensor installed.				✓	
All windows have an appropriately high degree of thermal insulation or other energy efficient initiatives corresponding to the local regulations and climate.		✓	✓	✓	
Freezing equipment must be regularly defrosted.		✓	✓	✓	
The staff is aware of the best time to turn on ovens and cooking appliances according to the planned food preparation.	✓	✓	✓	✓	
The establishment has defined a standard temperature for cooling and heating in the restaurant.		✓	✓	✓	
The establishment ensures that electric devices used in cabins/rooms, kitchen, laundry, etc.are energy efficient.		✓	✓	✓	
An energy audit is carried out at least once every five years.		✓	✓	✓	
Heating from electrical panels or other forms of direct functioning electrical heating are not allowed.		✓	✓	✓	
The establishment uses eco-certified and/or renewable energy.		✓	✓	✓	
Ventilation plants are equipped with an energy-optimum ventilator and an energy-saving engine.		✓	✓	✓	
Automatic systems are installed in public areas for energy-efficient lighting.		✓	✓	✓	
The establishment has an automatic system or key card that turns off the light and electrical appliances when guests leave cabins/rooms or public areas.		✓	✓	✓	
Hall and corridor lighting have motion detectors.		✓	✓	✓	
Separate electricity and gas meters are installed at strategically important places for energy monitoring.		✓	✓	✓	

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Evaluation Criteria	8 DECENT WORK AND ECONOMIC GROWTH	11 SUSTAINABLE CITIES AND COMMUNITIES	12 RESPONSIBLE CONSUMPTION AND PRODUCTION	13 CLIMATE ACTION	15 LIFE ON LAND
Air-conditioning and heating automatically switches off when windows are open.		✓	✓	✓	
A heat recovery system for e.g.refrigeration systems, ventilators,swimming pools or sanitary waste-water is installed.		✓	✓	✓	
The building is insulated above the minimal national requirements to ensure a significant reduction of energy consumption.		✓	✓	✓	
Hot water pipes are well insulated.		✓	✓	✓	
Computers, printers and copy machines switch to energy saving mode and turn off automatically.		✓	✓	✓	
Newly purchased computers,printers, copy machines and domestic appliances have an ecolabel or produced by a company with an environmental management system.		✓	✓	✓	
Vending machines, coffee and water dispensers are switched offin periods of non-use.		✓	✓	✓	
The kitchen hoods are equipped with supply/extract infrared fan controls.		✓	✓	✓	
Food and Beverage The establishment must purchase and register at least three types of food/drink products that are organic, eco-labelled, fair-trade labelled and/or locally produced	✓		✓		✓
The share of organic, eco-labelled, fair-trade labelled and/or locally produced food/drink products must be increased every year.	✓		✓		✓
The establishment is taking initiatives to buy seasonal products, less meat products and no products from endangered fish,seafood or other species.	✓		✓		✓
The establishment must register the level of food waste and take initiatives to reduce it.		✓	✓		

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Evaluation Criteria	8 DECENT WORK AND ECONOMIC GROWTH	11 SUSTAINABLE CITIES AND COMMUNITIES	12 RESPONSIBLE CONSUMPTION AND PRODUCTION	13 CLIMATE ACTION	15 LIFE ON LAND
The establishment communicates on the menu card or in the buffet the products that are organic, eco-labelled, fair-trade labelled and/or locally produced.	✓		✓		
A vegetarian alternative menu is proposed in the restaurant.			✓		
Where the water quality is of an adequate standard, tap water is offered to guests in restaurants, meeting rooms, etc.		✓	✓		
At least 85% of the dishes are prepared in the restaurant	✓		✓		
Indoor Environment The restaurant should be nonsmoking or at least have a nonsmoking section.		✓			
A minimum of 75% of the public areas must be non-smoking.		✓			
The establishment has a personnel policy concerning smoking during working hours.	✓	✓			
In case of refurbishing or new building, the establishment uses environmentally friendly products.		✓	✓		
Green Areas Chemical pesticides and fertilizers must not be used unless there is no organic or natural equivalent.		✓	✓		✓
Newly purchased lawnmowers must either be electrically driven, use unleaded petrol, be equipped with a catalyst, be awarded with an eco-label, or be manually driven.		✓	✓		
The density on the establishment is less than 60 families per hectare		✓			✓
Open spaces on the establishment should present a minimum of 10% of the entire area.		✓			✓
Motorized traffic at the establishment is limited to a minimum and not allowed at night.		✓			✓
Smart flower and garden watering procedures are in place.		✓			✓
Garden waste is composted.		✓	✓		✓

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Category	Evaluation Criteria	8 DECENT WORK AND ECONOMIC GROWTH	11 SUSTAINABLE CITIES AND COMMUNITIES	12 RESPONSIBLE CONSUMPTION AND PRODUCTION	13 CLIMATE ACTION	15 LIFE ON LAND
CSR	Rainwater or grey water is collected and used for watering flowers and gardens.		✓	✓		✓
	When planting new green areas, native species are used.	✓	✓	✓		✓
	The establishment is in compliance with international, national and local legislation and its CSR policy regarding environment, health, safety and labour.		✓	✓	✓	✓
	The establishment provides access for people with special needs.		✓	✓		
	The establishment is equitable in hiring women and local minorities, including in management positions, while restraining from child labour.	✓	✓			
	The establishment actively supports green activities or initiatives for social community development including, among others, education, health, sanitation and infrastructure.		✓	✓	✓	
	The establishment offers the means for local small entrepreneurs to develop and sell sustainable products that are based on the area's nature, history, and culture.	✓	✓	✓		
	A code of conduct for activities in indigenous and local communities has been developed, with the consent of and in collaboration with the community.		✓			
	Endangered plants and animals, historical and archaeological artifacts are not sold, traded, or displayed, except as permitted by law.		✓	✓		✓
	Material/supplies that are no longer used are collected and donated to charitable organizations.		✓	✓		
Green Activities	Information about nearby parks, landscape and nature conservation areas must be available to the guests.			✓		✓
	The establishment must provide information about the nearest place to rent or borrow bicycles.			✓		

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	Evaluation Criteria	8 DECENT WORK AND ECONOMIC GROWTH	11 SUSTAINABLE CITIES AND COMMUNITIES	12 RESPONSIBLE CONSUMPTION AND PRODUCTION	13 CLIMATE ACTION	15 LIFE ON LAND
	The guests have the opportunity to borrow or rent bicycles.		✓		✓	✓
	The establishment provides activities for raising awareness focused on sustainable development, environment and nature in or around the premises.		✓	✓	✓	
	The establishment provides information to the guests regarding Blue Flag awarded marinas,beaches and boat operators in the vicinity.		✓	✓		✓
Administration	All staff areas must fulfill the same criteria as guest areas.	✓				
	The stationery and brochures produced or ordered by the establishment must be eco-labelled, be recycled or produced by a company with an environmental management system.		✓	✓		
	Third party operated shops and businesses located on the premises of the establishment must be informed about the environmental initiatives of the establishment as well as Green Key, and be encouraged to manage their activities in the same spirit following the Green Key criteria.					
	The establishment takes initiatives to reduce the use of paper in offices, meeting rooms	✓	✓	✓		
	The establishment informs its suppliers about its environmental commitments and encourages the suppliers to follow Green Key criteria.		✓	✓	✓	✓
	The establishment ensures that the suppliers used are eco-certified, have a written environmental policy and/or are committed to sustainable development.	✓	✓	✓		
	Local and fair-trade services and goods are purchased by the establishment.	✓	✓	✓		
	Newly purchased durable have an eco-label or must be produced by a company with an environmental management system.		✓	✓		
	The purchase of disposable and consumable goods is measured,and the establishment actively seeks ways to reduce their use.		✓	✓		

Table A.10 continued from previous page

Evaluation Criteria	8 DECENT WORK AND ECONOMIC GROWTH	11 SUSTAINABLE CITIES AND COMMUNITIES	12 RESPONSIBLE CONSUMPTION AND PRODUCTION	13 CLIMATE ACTION	15 LIFE ON LAND
The use of environmentally–friendly means of transportation by the staff is encouraged.	✓	✓			

Table A.11: Miljøfyrtårn [57]

Evaluation Criteria	8 DECENT WORK AND ECONOMIC GROWTH	11 SUSTAINABLE CITIES AND COMMUNITIES	12 RESPONSIBLE CONSUMPTION AND PRODUCTION	13 CLIMATE ACTION	15 LIFE ON LAND
Virksomheten skal ha tilgjengelig en oppdatert oversikt over relevante lover og forskrifter innenfor helse, miljø og sikkerhet (HMS)	✓	✓	✓	✓	✓
Virksomheten skal fastsette mål for helse, miljø og sikkerhet (HMS). Dette skal dokumenteres i eget dokument i virksomhetens miljøledelsessystem, eller under handlingsplan i årlig Klima- og miljørapport i Miljøfyrtårnportalen.	✓	✓	✓	✓	✓
Virksomheten skal ha et organisasjonskart eller lignende oversikt som viser alle sentrale roller.	✓				
Virksomheten skal ha utpekt en Miljøfyrtårnansvarlig. Det skal også foreligge en egen instruks med oppgaver og ansvarsområder. Vedkommende skal få frigjort tilstrekkelig med tid for å utføre disse oppgaver og ansvarsområder.	✓		✓		
Virksomheten skal utarbeide en aktivitetsplan/årshjul eller liknende som omfatter Miljøfyrtårn og HMS-hovedaktivitetene i kalenderåret.	✓			✓	
Virksomheten skal fremvise en oppdatert risikovurdering som omfatter indre og ytre miljø med tilhørende handlingsplan.	✓				
Virksomheten skal ha etablerte og skriftlige rutiner for å avdekke, melde, rette opp og forebygge avvik og uønskede hendelser.	✓		✓	✓	
Virksomheten skal ha rutiner for å lære ansatte opp i grunnleggende helse-, miljø- og sikkerhetsarbeid (HMS) og holde dem oppdatert på endringer. Opplæringen skal også omfatte gode rutiner for ytre miljø.	✓		✓	✓	
Virksomhetens ledelse skal gjennomføre en årlig gjennomgang av HMS systemet og miljøfyrtårnrutinene.	✓		✓	✓	
Virksomheten skal informere sine medarbeidere, kunder, leverandører og andre sentrale samarbeidspartnere om sitt miljøarbeid og sin Miljøfyrtårnsertifisering.	✓	✓	✓	✓	
Ved førstegangssertifisering skal virksomheten utarbeide en Klima- og miljørapport. Etter førstegangssertifisering skal årlig Klima- og miljørapport for foregående hele kalenderår fylles ut og leveres i Miljøfyrtårnportalen innen 1. april. Klima- og miljørapport skal være offentlig tilgjengelig.	✓		✓		✓
Klima- og miljørapporten skal årlig presenteres for alle ansatte.	✓		✓	✓	

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Evaluation Criteria	8 DECENT WORK AND ECONOMIC GROWTH	11 SUSTAINABLE CITIES AND COMMUNITIES	12 RESPONSIBLE CONSUMPTION AND PRODUCTION	13 CLIMATE ACTION	15 LIFE ON LAND
Virksomheten skal gjennomføre vernerunder regelmessig og i samsvar med det overordnede risikobildet for bransjen. Alle virksomheter skal gjennomføre vernerunde minst èn gang i året, uavhengig av risiko.	✓		✓		
Det skal være en etablert dialog om arbeidsmiljøet mellom arbeidsgiver og den enkelte arbeidstaker.	✓				
Medarbeidertilfredshetsundersøkelse skal gjennomføres minst en gang hvert tredje år for virksomheter med mer enn 30 ansatte. Informasjonen sammenfattes i en HMS-rapport.	✓				
Virksomheten skal årlig vurdere aktuelle tiltak for å forbedre arbeidsmiljøet. Gjennomgang og vurdering av tiltak i Miljøfyrtårns idébank for arbeidsmiljø er minimumskrav. Skal dokumenteres.	✓				
Det skal stilles relevante miljøkriterier til alle vesentlige innkjøp av tjenester og varer. Dette gjøres ved å ta i bruk Miljøfyrtårns innkjøpsrutine Rutine ved innkjøp og tilpasse denne til egne innkjøpssystemer.			✓		
Innkjøpsrutinen skal være forankret i virksomheten og skal være tatt i bruk blant alle som bestiller varer og tjenester.			✓		
Virksomheten skal ha en oversikt over de vesentligste tredjeparts miljøsertifiserte leverandører (Miljøfyrtårn, ISO-14001, EMAS, eller liknende) ved å ta i bruk verktøyet Kartlegging av leverandører, eller tilsvarende informasjon skal integreres i virksomhetens egne innkjøpssystemer. Kartleggingen skal gjennomføres årlig og inneholde en oversikt over: 1. De vesentligste leverandørene med navn på leverandør. 2. Hvilke leverandører som har en tredjeparts miljøsertifisering.			✓		
Virksomheten skal påvirke sine vareleverandører til å fremskaffe årlig statistikk over antall tredjeparts miljømerkede produkter som er kjøpt av virksomheten.			✓		
Virksomheten skal påvirke sentrale leverandører til å ta et utvidet miljøansvar, enten i form av en tredjeparts sertifisering (Miljøfyrtårn, ISO-14001, EMAS, eller liknende) eller i form av andre dokumenterbare miljøprestasjoner/rapporter.			✓		
Ved inngåelse av nye sentrale innkjøpsavtaler som gjelder over flere år, skal det vurderes å ta inn i kontrakten krav om at leverandøren innen ett til to år etter kontraktsinngåelse skal være miljøsertifisert gjennom en av de offisielle miljøsertifiseringsordningene (Miljøfyrtårn, ISO-14001, EMAS eller liknende).			✓		
Virksomheten skal ikke bruke drikkevannsposter med kjøpevann (vannballonger) så fremt det er innlagt vann av godkjent kvalitet innen rimelig rekkevidde for ansatte.	✓				

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Evaluation Criteria	SDG 8 Decent Work and Economic Growth	SDG 11 Sustainable Cities and Communities	SDG 12 Responsible Consumption and Production	SDG 13 Climate Action	SDG 15 Life on Land
Virksomheten skal ikke benytte engangsartikler ved matservering i virksomhetens lokaler.		✓	✓		
Virksomheten skal gjennomgå og vurdere aktuelle tiltak i Miljøfyrtårns idebank for transport.		✓	✓		
Virksomheten skal utarbeide retningslinjer for reise som hindrer unødig reising og fremmer miljøvennlige løsninger både for tjenestereiser, varetransport og transport av kunder/gjester.		✓	✓		
Virksomheten skal ved anskaffelse av egne/leide personbiler (bilgruppe M1) i tjeneste velge nullutslippskjøretøy. Behov som tilsier valg av alternative kjøretøy skal skriftlig begrunnes.		✓	✓		
Virksomheten skal ved anskaffelse av egne/leide varebiler bilgruppe N1, gjennomføre en behovsvurdering. Basert på behovsvurderingen skal det deretter velges kjøretøy som presterer blant de med lavest utslipp av CO2 og NOx. Verktøyet nybilvelger kan benyttes.		✓	✓		
Virksomheten skal ha et kildesorteringssystem som er beskrevet i en egen instruks (kildesorteringsinstruks).		✓	✓		
Virksomheten skal gjennomgå og vurdere aktuelle tiltak i Miljøfyrtårns idebank for avfall.		✓	✓		
Farlig avfall og EE avfall (elektrisk og elektronisk avfall) skal lagres forsvarlig og leveres til godkjent mottak i henhold til avfallforskriften.		✓	✓		
Virksomhetens lokaler med eventuelle uteområder skal holdes ryddige og rene.		✓	✓		✓
Det skal gjøres en vurdering for å se om det er om det er andre miljøaspekter i virksomheten som er vesentlige, og som krever tiltak og eventuelt måling og oppfølging i handlingsplanen.	✓	✓	✓		
Friluftsloven og naturmangfoldloven med tilhørende forskrifter legger rammer for organiserte aktiviteter. Arrangøren skal innhente lovpålagte tillatelser fra offentlige myndigheter (stat, fylke og kommune), grunneiere eller andre interesseparter.	✓	✓	✓		✓
I tilfeller hvor innhenting av tillatelse fra grunneier ikke er påkrevd, skal arrangøren likevel informere grunneiere på forhånd.		✓	✓		
Friluftslivsaktiviteter skal ikke føre til nevneverdig skade eller ulempe for grunneiere eller andre brukere av naturen.		✓			✓
Friluftslivsaktiviteter skal medføre minst mulig forstyrrelse på dyrelivet, og de skal heller ikke føre til nevneverdig slitasje på vegetasjon og jordsmonn.		✓			✓

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Evaluation Criteria	8 DECENT WORK AND ECONOMIC GROWTH	11 SUSTAINABLE CITIES AND COMMUNITIES	12 RESPONSIBLE CONSUMPTION AND PRODUCTION	13 CLIMATE ACTION	15 LIFE ON LAND
Der miljøvernmyndigheter har iverksatt tiltak for å beskytte kulturminner og/eller natur (ferdselsforbud, båndtvang, forbud mot bålbrenning, tilretteleggingstiltak mm.), skal arrangøren respektere dette.		✓	✓		✓
Aktivitetsleder skal informere deltakerne om rettigheter og plikter som følger av friluftsloven og allemannsretten.		✓	✓		✓
Aktivitetsleder skal formidle om lokale forhold, slik som naturverdier, historie, matkultur og kulturminner.		✓	✓		✓
Dersom arrangøren står for servering av mat til deltakerne, skal oppbevaring og tilberedning følge enkle basisregler for trygg mat. Ved større arrangementer er det meldeplikt til Mattilsynet. Er arrangøren i tvil om det meldeplikt eller ikke, skal Mattilsynet kontaktes.			✓		
Informasjonsmateriell (eks. hjemmeside, brosjyrer, turprogram) skal synliggjøre miljø- og sikkerhetstiltak som er gjort eller gjøres i forbindelse med aktiviteten.	✓		✓		
Arrangøren skal sørge for at sikkerheten til medarbeidere og deltagere er ivaretatt.	✓		✓		
Arrangøren skal på forhånd ha laget en enkel risikoanalyse for de ulike friluftslivsaktivitetene. Mulige uønskede hendelser med konsekvenser og mottiltak skal være listet opp.	✓		✓		
Arrangøren skal fastlegge kriterier for kunnskap og erfaring for aktivitetsledere og medarbeidere, og sørge for nødvendig opplæring.	✓				
Alle deltagere på arrangementet, inkludert ledere og medhjelpere, skal bruke nødvendig sikkerhetsutstyr som er påkrevd for formålet. Riktig bruk av utstyret skal gjennomgås før aktiviteten starter. Det skal på forhånd gis informasjon til deltagerne om hva arrangøren har ansvar for og hva deltagerne selv må sørge for av sikkerhetsutstyr.	✓		✓		
Medhjelpere med førstehjelpskunnskap og tilstrekkelig førstehjelpsutstyr skal være tilgjengelig under arrangementet	✓		✓		
Arrangøren skal ha beredskapsplan for tilkalling av øyeblikkelig hjelp ved ulykke.	✓				
Aktivitetsleder og medhjelpere skal være hensiktsmessig forsikret. Arrangøren skal opplyse deltakere om forsikrings-messige forhold knyttet til friluftsaktiviteten. (Deltakere er som regel ikke forsikret av arrangør).	✓		✓		
Etter gjennomført aktivitet skal sikkerheten evalueres.	✓				
Lokale varer og leverandører skal prioriteres.	✓	✓	✓		

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Evaluation Criteria	8 DECENT WORK AND ECONOMIC GROWTH	11 SUSTAINABLE CITIES AND COMMUNITIES	12 RESPONSIBLE CONSUMPTION AND PRODUCTION	13 CLIMATE ACTION	15 LIFE ON LAND
Det skal vurderes muligheter for utleie/lån av fiskeutstyr og/eller annet relevant friluftsutstyr for å minske behovet for kjøp av nytt utstyr med kort brukstid.		✓	✓		✓
Friluftslivsaktiviteter skal være basert på ikke-motorisert ferdsel		✓	✓		✓
Bruk av motoriserte hjelpemidler i forbindelse med selve aktiviteten skal unngås eller begrenses til et absolutt minimum.		✓	✓		
Arrangøren skal i størst mulig grad oppfordre deltakere til å benytte en eller annen form for felles (kollektiv eller privat) transport til aktiviteten. Arrangøren skal planlegge slik at unødig kjøring til aktiviteten unngås.		✓			
Opplysninger om kollektivtilbud skal framgå av arrangørens informasjonsmateriell.			✓		
Salg og bruk av engangsgriller skal ikke forekomme.		✓	✓		
Avfallstativer skal kun utplasseres der effektiv uttransport kan skje, for eksempel på faste leirplasser. Det skal være enkle avfallsinstrukser på disse stedene			✓		
Deltagerne skal informeres om avfallshåndtering.		✓	✓		
Når det er hensiktsmessig skal deltagerne oppfordres til å ta med egen kopp, asjett, bestikk ol.		✓	✓		
Sanitærforholdene skal være tilfredsstillende. Der det ikke er toaletter, skal doavfall komposteres eller graves ned. Større, faste leirplasser skal ha toalett.			✓		
Midlertidig merking skal snarest mulig fjernes etter bruk.		✓	✓		
Når det er aktuelt, skal det utarbeides retningslinjer for bruk av banner og reklameskilt.		✓	✓		
Virksomheten skal påse at tilretteleggingstiltak har nødvendige tillatelser i forhold til offentlige planer og bestemmelser, grunneiere mm		✓			
Virksomheten skal planlegge og gjennomføre frilfuftsaktiviteter basert på ikke-motorisert ferdsel.		✓	✓		
Friluftsaktiviteter skal ikke overstige akseptable grenser for forstyrring av dyre- og fugleliv, for skade på vegetasjon og jordsmonn, eller for spredning av fremmede arter og organismer, smitte og sjukdom.					✓
Friluftsaktiviteter skal ikke føre til vesentlig skade eller ulempe for grunneiere eller andre brukere av naturen.		✓	✓		✓
Virksomheten skal overvåke bruken av anlegg og friluftsområder for å kunne sette inn tiltak mot slitasje, forsøpling, uheldig bålbrenning ol.		✓	✓		

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Evaluation Criteria	8 DECENT WORK AND ECONOMIC GROWTH	11 SUSTAINABLE CITIES AND COMMUNITIES	12 RESPONSIBLE CONSUMPTION AND PRODUCTION	13 CLIMATE ACTION	15 LIFE ON LAND
Det skal tas høyde for at tiltak som blir utrangerte eller lite brukt i framtida, kan tilbakeføres på en miljøvennlig måte. Skilting og merking skal fjernes fra nedlagte ruter.			✓		✓
Tilrettelegging for en sesongaktivitet skal ikke hindre at området kan brukes til andre aktiviteter resten av året.		✓	✓		
Nye tiltak skal vurderes med hensyn til miljøkonsekvenser. Bruk sjekkliste i DN-håndbok 27-2006 Naturvennlig tilrettelegging for friluftsliv.		✓	✓	✓	
Virksomheten skal informere publikum om sin miljøprofil og kjennetegnene ved det miljøvennlige friluftsliv.			✓		
Nødvendig verneutstyr skal benyttes i det praktiske arbeidet. Verneutstyr av egnet type og god kvalitet skal være lett tilgjengelig.			✓		
All merking skal være av miljøvennlig karakter (skånsom merking på trær og varder på fjell).	✓				
Skilter skal være laget av holdbare naturmaterialer eller av miljømerkede produkter. (For utforming av skilter etc. se estetikk)			✓		
Merkehåndboka (www.merkehandboka.no), praktisk håndbok for enkel tilrettelegging for ferdsel i naturen skal benyttes.			✓		✓
Nye P-plasser og tilførselsveier skal ha god landskapstilpasning. Dimensjoneringen skal tilpasses forventet trafikk og bør lokaliseres utenfor eller i randsonen av naturområdet.		✓			✓
Motorisert ferdsel i forbindelse med tilrettelegging og drift skal være minimal.		✓	✓		
Der det kan være hensiktsmessig skal bruk av fysiske hindringer mot ulovlig motorisert ferdsel vurderes i samarbeid med grunneier.		✓			
Friluftsfolk skal oppfordres til ikke å kaste avfall i naturen.			✓		✓
Avfallstativer skal kun utplasseres der effektiv uttransport kan skje. Det skal være enkle avfallsinstrukser på disse stedene.			✓		
Informasjonstavler, skilting, merking skal være tydelige, men ikke dominerende og skjemmende i naturmiljøet samt at merkingen fra ulike aktører skal samordnes.			✓		✓
Gjester skal informeres om naturen rundt overnattingsstedet ved skriftlig informasjonsmateriell, plakater etc. Informasjonen skal omfatte forhold som naturfrednings-områder, fornminner, turstier, sykkelstier, fiskeplasser, avfallshåndtering osv.		✓	✓		✓

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Evaluation Criteria	8 DECENT WORK AND ECONOMIC GROWTH	11 SUSTAINABLE CITIES AND COMMUNITIES	12 RESPONSIBLE CONSUMPTION AND PRODUCTION	13 CLIMATE ACTION	15 LIFE ON LAND
Dersom virksomheten tilbereder mat som serveres til andre enn dem som har tilberedt maten skal virksomheten være registrert hos Mattilsynet i henhold til FOR 2008-12-22 nr 1623: Forskrift om næringsmiddelhygiene (næringsmiddelhygieneforskriften), § 18; Krav til registrering av virksomhet. Virksomheten skal ha innført Internkontroll Mat i henhold til IK-mat forskriften, FOR-1994-12-15-1187, § 4.			✓		
Bruken av plantevernmidler skal begrenses i størst mulig grad.		✓	✓		✓
Vanning av grøntareal og blomsterbed skal minimaliseres, og skal kun gjennomføres av hensyn til plantenes behov og estetikk.		✓			✓
Kriteriet gjelder kun oppvarmet utendørsbasseng. Virksomheten skal installere en barrière som reduserer varmetap fra utebassenger om natten, f.eks. bassengduk.			✓		
Virksomheten skal tilby oppdatert informasjon om evt. kollektivtilbud og/eller andre miljøvennlige transportmuligheter for å nå overnattingsstedet.		✓	✓		
Virksomheten skal tilby eller henvise til et stedlig tilbud av miljøvennlige transportmidler til sine gjester. Dette kan være ro- og seilbåter, kanoer, sykler og lignende.		✓	✓		
Engangsartikler (som tallerkener, kopper, glass og bestikk), og porsjons- eller småforpakninger skal ikke benyttes på spisestedet.		✓	✓		
Virksomheten skal sørge for at gjestene får informasjon om rutiner for sortering og håndtering av avfall.		✓	✓		
Virksomheter ved vei skal tilby eller kunne henvise til tømmestasjon for bobil og campingvogn.		✓	✓		
Avfall fra gjester skal sorteres i minimum 3 avfallstyper.		✓	✓		
Dersom virksomheten ikke er tilknyttet et offentlig avløpsnett skal virksomheten inneha utslippstillatelse i henhold til lokale forskrifter, jf. forurensingsforskriftens §12-3, alternativt skal det være et lukket system (tett tank), - som er søknadspliktig.		✓	✓		
Det skal være en gjennomgående kommunikasjon som oppmuntrer gjesten til å foreta miljøvennlige handlinger.			✓		

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Evaluation Criteria	8 DECENT WORK AND ECONOMIC GROWTH	11 SUSTAINABLE CITIES AND COMMUNITIES	12 RESPONSIBLE CONSUMPTION AND PRODUCTION	13 CLIMATE ACTION	15 LIFE ON LAND
Virksomheten skal ha bedriftshelsetjeneste i henhold til FOR 2011-12-06 nr 1355: Forskrift om organisering, ledelse og medvirkning, §13-1. Bedriftshelsetjenesten skal være godkjent i henhold til FOR-2011-12-06-1360, Forskrift om administrative ordninger på Arbeidstilsynets område (forskrift om administrative ordninger), kap.2			✓		
Hotellet skal tilby allergivennlige rom			✓		
Hotellet skal ha minimum 10 økologiske og/eller lokale, kortreiste produkter ved frokostservering, hvorav minimum 5 av disse er basisvarer.		✓	✓		
Hotellet skal ha oversikt på årlig forbruk av kjemikalier til daglig renhold/vask og såpe/sjampo på rom. Det skal beskrives hvilke tiltak som gjøres for å begrense forbruket.		✓	✓		
Minst halvparten av rengjøringskjemikaliene og såpe/sjampo-typene hotellet bruker skal ha tredje parts miljømerking.		✓	✓		
Hotellgjester skal informeres om at de kan fortsette å bruke håndklær i stedet for automatisk bytt hver dag. Rutiner skal innarbeides i arbeidsinstruks.		✓	✓		
Ved bruk av dobbeltrom som enkeltrom, bør det være en rutine at rommet tilpasses en bruker (ett håndkle, ett sengesett osv.).			✓		
Det skal ikke anskaffes tekstiler og møbler som inneholder halogenerte flammehemmere.		✓	✓		
Virksomheten skal anvende minimum 75% miljømerkede renholdsmidler til daglig renhold og vask målt i liter eller kg.			✓		
Virksomheten skal ha oversikt over sin kjemikalieforbruk og kjemikaliebruken skal dokumenteres regelmessig (minst årlig). Bruken av miljø- eller helsefarlige kjemikalier skal reduseres mest mulig. Alle kjemikalier/produkter skal være vurdert iht. substitusjonsplikten i produktkontrollovens § 3a.			✓		
Vannforbruket skal måles månedlig eller oftere. Det skal også beskrives hvilke tiltak som gjøres for å redusere forbruket.		✓	✓		✓
Såpe- og sjampotypene på hotellet skal inneholde minst mulig helse- og miljøfarlige stoffer og minimum være fri for: - Mikroplast - Parabener - Muskxylen - Isotiazolinoner - Kvartære ammoniumforbindelser - Siloksaner			✓		

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Evaluation Criteria	8 DECENT WORK AND ECONOMIC GROWTH	11 SUSTAINABLE CITIES AND COMMUNITIES	12 RESPONSIBLE CONSUMPTION AND PRODUCTION	13 CLIMATE ACTION	15 LIFE ON LAND
Virksomheten skal gi insentiver til gjesten for å unngå vask av håndklær, rengjøring av rom, sengetøy etc ved opphold mer enn en natt.			✓		
Virksomheten skal ha oversikt over hvor mye sengetøy og håndklær (tonn/kg eller antall enheter) som leveres til vask.		✓	✓		
Ved promotering skal virksomheten fremheve opplevelser og attraksjoner med lavest mulig miljø- og klimapåvirkning.			✓		
Hotellet skal ikke benytte engangsartikler på rommet.			✓		
Virksomheten skal tilrettelegge for kildesortering av minimum tre avfallstyper på rommene.		✓	✓		
Engangsartikler (som tallerkener, kopper, glass og bestikk), og porsjons- eller småforpakninger skal ikke benyttes på spisestedet.			✓		
Virksomheten skal ha et system for å måle matsvinn, og det skal beskrives hvilke tiltak som gjøres for å redusere matsvinnet.		✓	✓		
Virksomheten skal følge kommunens krav til installering, tømming og vedlikehold av fettutskiller. Det skal utarbeides en skriftlig rutine for tømming av fettutskiller.		✓	✓		
Virksomheten skal gjennomgå og skriftlig vurdere tiltakene i Miljøfyrtårn idébank for spisesteder.			✓		
Virksomheten skal ha bedriftshelsetjeneste i henhold til FOR 2011-12-06 nr 1355: Forskrift om organisering, ledelse og medvirkning, §13-1. Bedriftshelsetjenesten skal være godkjent i henhold til FOR-2011-12-06-1360, Forskrift om administrative ordninger på Arbeidstilsynets område (forskrift om administrative ordninger), kap.2.		✓			
Virksomheten skal tilby springvann som et drikkealternativ til serveringen.		✓			
Virksomheten skal minimum anvende/tilby 5 økologiske og/eller lokale, kortreiste basisråvarer/produkter.	✓				
Engangsartikler (som tallerkener, kopper, glass og bestikk), og porsjons- eller småforpakninger skal ikke benyttes på spisestedet	✓		✓		
Virksomheten skal gjennomgå og skriftlig vurdere tiltakene i Miljøfyrtårn idébank for spisesteder.			✓		

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Evaluation Criteria	8 DECENT WORK AND ECONOMIC GROWTH	11 SUSTAINABLE CITIES AND COMMUNITIES	12 RESPONSIBLE CONSUMPTION AND PRODUCTION	13 CLIMATE ACTION	15 LIFE ON LAND
Virksomheten skal ikke bruke eller omsette produkter som inneholder helse- og miljøfarlige stoffer oppført på REACH sin liste over begrensninger (REACH vedlegg XVII). Stoffer som står på kandidatlisten i REACH (SVHC-Lista) eller Den norske prioritetslisten skal ikke brukes eller omsettes dersom det finnes mindre farlige alternativer.			✓		
Virksomheten skal minimum anvende/tilby 2 økologiske og/eller lokale, kortreiste basisråvarer/produkter.	✓				
Virksomheten skal anvende minimum 75% miljømerkede renholdsmidler til daglig renhold og vask målt i liter eller kg	✓				
Virksomheten skal gjennomføre tiltak som reduserer bruken av kjøtt.			✓		
Virksomheten skal tilrettelegge for at gjesten kildesorterer avfallet ved ryddestasjonen. Minimum skal det tilrettelegges for kildesortering av matavfall. Virksomheten skal gjennomføre tiltak som reduserer bruken av kjøtt.		✓	✓		
Den administrerende bedriften skal oppfordre sine transportører (selvstendige firma) til å miljøsertifisere seg.		✓	✓		
Som et minimum skal transportørene oppfylle de miljøkriteriene i Felles kriterier som omhandler transport.		✓	✓		
Den administrerende bedriften skal kreve en årlig dokumentasjon av miljøvennlig drift, og utarbeide en mal for denne dokumentasjonen til bruk for transportørene.		✓	✓		
Sponsorer og publikum skal informeres om miljø- og sikkerhetstiltak i forkant av arrangementet.	✓	✓	✓	✓	
Arrangøren skal undersøke med myndighetene om det finnes kulturminner, verneområde eller viktige biotoper i området og sette inn tiltak for beskyttelse i samråd medmyndighetene.		✓	✓		✓
Ansatte, frivillige og innleid personell skal ha opplæring i arrangementets miljøtiltak og miljøprofil, og hvordan hver enkelt funksjon kan ivareta dette.					
Arrangører som er tilknyttet en interesseorganisasjon/forbund skal ha kontakt med denne for å sikre samsvar med deres miljøhandlingsplan.	✓		✓	✓	
I forbindelse med motorsport og/eller motorisert ferdsel i tilknytning til arrangement skal man rette seg etter de særskilte lovreguleringer som gjelder for dette. Jfr. FOR 2001-01-15 nr 26: Forskrift om motorsport på lukket bane eller annet avsperret område og om annen bruk av go-kart, LOV-1977-06-10-82 Lov om motorferdsel i utmark og vassdrag og andre relevante lover skal legges til grunn.		✓			✓

Table A.11 continued from previous page

Evaluation Criteria	8 DECENT WORK AND ECONOMIC GROWTH	11 SUSTAINABLE CITIES AND COMMUNITIES	12 RESPONSIBLE CONSUMPTION AND PRODUCTION	13 CLIMATE ACTION	15 LIFE ON LAND
§ Arrangøren skal ha utarbeidet risikoanalyse (Jf. IK forskriften, §5) inklusive brannsikkerhets-, førstehjelps- og beredskapsplan for arrangementet. Forebyggende tiltak skal være implementert før arrangementet starter. (Se også NS 5814).	✓	✓			
Arrangøren og innleide serveringssteder skal kunne tilby økologisk mat.			✓		
Miljøsertifiserte overnattingssteder, idrettsanlegg og -haller eller konsertarenaer skal prioriteres.		✓			
Det skal være et mål om å bruke minst mulig engangsartikler til matservering. Ved bruk av engangsartikler skal det etableres panteordning for mat- og drikkeemballasje.			✓		
Det skal ikke praktiseres frislipp av ballonger, lykter, plastbasert konfetti og glitter, eller andre effektmateriale som kan bidra til forsøpling.			✓		✓
Ved bruk av dieselaggregat skal partikkelfilter benyttes.		✓	✓		
Arrangøren skal kartlegge og planlegge transportbehovet til publikum og samarbeidspartner for å hindre unødvendig transport og bidra til at publikum velger det minst miljøbelastende transportmiddel.		✓	✓		
Arrangøren skal samarbeide med kollektiselskaper og myndigheter i området om kollektivtransport til og fra arrangementet.		✓			
Informasjon om kollektivtilbud for arrangementet skal være lett tilgjengelig for publikum og utøvere før og under arrangementet		✓	✓		
Det skal tilrettelegges for sykling til og fra arrangementet og det skal være avsatt areal til sykkelparkering.		✓	✓		
Arrangøren skal informere utøvere og publikum om avfallshåndteringen under arrangementet gjennom eksisterende kommunikasjonskanaler.		✓	✓		
På midlertidige og etablerte campingområder skal det være tilstrekkelig med avfallsbeholdere og jevnlig avfallstømming.		✓	✓		
Avfall skal fjernes, umiddelbart etter arrangmentets slutt, i publikumsområder langs konkurransetraseen og langs adkomster.		✓	✓		

Table A.11 continued from previous page

Evaluation Criteria	8 DECENT WORK AND ECONOMIC GROWTH	11 SUSTAINABLE CITIES AND COMMUNITIES	12 RESPONSIBLE CONSUMPTION AND PRODUCTION	13 CLIMATE ACTION	15 LIFE ON LAND
Ved arrangementer som medfører høyt lydnivå, skal arrangøren gjennomføre en støyvurdering (kartlegging/måling) og utarbeide prosedyrer for å sikre forsvarlig lydnivå i samarbeid med lokale myndigheter. For utendørs arrangement må også hensynet til omgivelsene vurderes. Se Helsedirektoratets veileder IS-0327 Musikkanlegg og helse. Dersom lokale forskrifter ikke eksisterer gjelder bør man legge veilederens grenseverdier til grunn: Lp,Aeq,30min Lp,Cpeak Varslingsgrense 92 dB 130 dB Absolutt grense 99 dB 130 dB		✓	✓	✓	✓
Ved arrangementer som medfører støy skal ørepropper være lett tilgjengelig for publikum		✓	✓	✓	
Arrangør skal følge de til en hver tid gjeldende konsesjonsvilkår og offentlige pålegg og reguleringer.	✓	✓	✓	✓	
Det skal være tilfredsstillende sanitærforhold på området, tilpasset antall publikum og deltakere.		✓	✓		
Ved service, tanking og reparasjon (på vann og land) av kjøretøy/båter, skal det være en anordning for å fange opp eventuelt søl av olje- eller andre kjemikalier.		✓	✓		✓
Ved trening og konkurranse på vann eller sjø skal lenseutstyr være tilgjengelig.	✓		✓		✓
Løypetraseene skal ikke fremstå som sår i landskapet. Utbedring og tilsåing utføres så raskt som mulig. Det påfylles masser der det er nødvendig for å unngå erosjon. (Dette gjør det mulig å bruke traseene til beitemark).					✓
Det skal etableres retningslinjer overfor sponsorer slik at en ren og miljøvennlig profil ved bruk av logoer og bannere sikres.		✓	✓		

Table A.12: Nordic Swan [60]

Evaluation Criteria			8 DECENT WORK AND ECONOMIC GROWTH	11 SUSTAINABLE CITIES AND COMMUNITIES	12 RESPONSIBLE CONSUMPTION AND PRODUCTION	13 CLIMATE ACTION	15 LIFE ON LAND
Basic Requirements	1.1 General description	General description					
	1.2 Suppliers	Conference facilities: External suppliers of restaurant services			✓		
		Hotels: Suppliers of breakfast on the hotel's premises			✓		
	1.3 Limit values	Limit values for energy — Energy		✓		✓	
		Limit values for water consumption — Water		✓		✓	
		Limit values for waste — Waste		✓	✓	✓	
		Constant measurements of limit values		✓	✓	✓	
	1.4 Energy	Fossil oil in oil boilers for heating premises or water — Carbon dioxide		✓		✓	
		Solar thermal panels and solar photo-voltaic panels		✓		✓	✓
		Heat pumps for heating premises or water		✓		✓	✓
		Refrigerants		✓		✓	
		Energy analysis		✓		✓	
		Lighting		✓		✓	
		Automated lighting controls		✓		✓	
		Ventilation controls				✓	

Table A.12 continued from previous page

Evaluation Criteria	8 DECENT WORK AND ECONOMIC GROWTH	11 SUSTAINABLE CITIES AND COMMUNITIES	12 RESPONSIBLE CONSUMPTION AND PRODUCTION	13 CLIMATE ACTION	15 LIFE ON LAND
1.5 Chemicals					
Eco-labelled dish-washing chemicals		✓	✓		
Eco-labelled laundry chemicals		✓	✓		
Eco-labelled cleaning products			✓		
Requirements for non-Eco-labelled products			✓		
Chemical-free cleaning methods			✓		
Dosage of dish-washing chemicals			✓		
Dosage of cleaning chemicals			✓		
Automatic dosage of cleaning chemicals		✓	✓		
Dosage of dishwasher drying agents			✓		
External laundry			✓		
Purchasing procedures – chemical products			✓		
Handling of chemical products			✓		
1.6 Water					
Water consumption for dishwashers			✓		
Water-saving taps			✓		

Table A.12 continued from previous page

	Evaluation Criteria	8 DECENT WORK AND ECONOMIC GROWTH	11 SUSTAINABLE CITIES AND COMMUNITIES	12 RESPONSIBLE CONSUMPTION AND PRODUCTION	13 CLIMATE ACTION	15 LIFE ON LAND
	Water-saving showers			✓		
	Toilets			✓		
1.7 Waste	Sorting		✓	✓		
	Waste sorting for guests		✓	✓		
	When purchasing low energy light bulbs, fluorescent tubes and LEDs			✓		
1.8 Purchasing	Eco-labelled kitchen rolls, paper towels and toilet paper			✓		
	Eco-labelled photocopying paper			✓		
	Nordic Swan Eco-labelled printed matter			✓		
	Eco-labelled durable goods			✓		
	Eco-labelled services			✓		
1.9 Serving food and drink	Disposable items			✓		
	Disposable items for take away, room-service, catering and fast food establishments			✓		
	Eco-labelled disposable items			✓		

Treatment of organic waste

Eco-labelled consumables

Table A.12 continued from previous page

Evaluation Criteria		8 DECENT WORK AND ECONOMIC GROWTH	11 SUSTAINABLE CITIES AND COMMUNITIES	12 RESPONSIBLE CONSUMPTION AND PRODUCTION	13 CLIMATE ACTION	15 LIFE ON LAND
	Minimum proportion of organic food and drink for hotels serving breakfast (not wild-caught fish and shellfish)			✓		
1.10 Transport	Transport using own vehicles for catering businesses / Other transport using own vehicles		✓			
	Other transport (not using own vehicles)		✓			
1.11 Procedures	Statutory procedures			✓		
	Information about the Nordic Swan Ecolabel for staff			✓		
	Customer information			✓		
	Purchasing and supplier procedures			✓		
	Own checks on environmental work	✓		✓	✓	
	Annual follow-up	✓	✓	✓		
	Documentation of Nordic Eco-labelling's criteria		✓	✓	✓	
	Marketing		✓	✓		
2 Food	Origin of meat and fish	✓	✓	✓		
	Non-sustainable ingredients – fish and shellfish	✓	✓	✓		

Table A.12 continued from previous page

Category	Evaluation Criteria	8 DECENT WORK AND ECONOMIC GROWTH	11 SUSTAINABLE CITIES AND COMMUNITIES	12 RESPONSIBLE CONSUMPTION AND PRODUCTION	13 CLIMATE ACTION	15 LIFE ON LAND
	Ban on the use of food containing GMOs	✓				✓
	Minimum proportion of organic foodstuffs and beverages	✓		✓		✓
	Organic food and beverages		✓			✓
	Proportion of fish and shellfish labelled as sustainable	✓		✓		✓
Vegetarian dishes	Vegetarian restaurant, vegetarian and/or meat-free day		✓	✓		✓
	Locally produced food and beverages		✓	✓		✓
	Drinking water			✓		
	Measuring organic waste		✓	✓		
3 Guest rooms	Disposable items		✓	✓		
	Television sets, standby mode		✓	✓		
	Minibars		✓	✓		
	Rooms adapted for allergy sufferers		✓			
4 Pools	Pools – disinfection			✓		✓
5 Alternative requirements for restaurants	5.1 Overall requirements	✓	✓	✓	✓	
	5.2 Energy		✓	✓	✓	
	Purchases of new energy-demanding equipment		✓	✓	✓	

Table A.12 continued from previous page

Evaluation Criteria	8 Decent Work and Economic Growth	11 Sustainable Cities and Communities	12 Responsible Consumption and Production	13 Climate Action	15 Life on Land
Training in efficient use of energy-demanding equipment	✓			✓	
Energy and water-efficiency actions		✓		✓	✓
Energy and water-efficiency actions		✓		✓	✓
5.3 Waste — Constant measurements of waste amounts		✓	✓		
Measurement of food waste		✓	✓		
Actions to reduce environmental impact by reducing food waste		✓	✓		
5.4 Food — Minimum proportion of organic food and beverages			✓		✓
Organic food and beverages			✓		✓
5.5 Other requirements — Eco-labelled goods and services		✓	✓	✓	

Table A.13: Norsk Økoturisme []

Category	Subcategory	Evaluation Criteria	8 DECENT WORK AND ECONOMIC GROWTH	11 SUSTAINABLE CITIES AND COMMUNITIES	12 RESPONSIBLE CONSUMPTION AND PRODUCTION	13 CLIMATE ACTION	15 LIFE ON LAND
1 Kvalitet og ledelse	1.1 Ledelse	1.1.1 Bedriftens grunnholdning	✓	✓	✓	✓	✓
		1.1.2 Oversikt over kompetanse	✓		✓	✓	
		1.1.3 Sikkerhet, kvalitet og miljøpåvirkning	✓	✓		✓	
		1.1.4 Forsikring	✓				
	1.2 Oppfølging og rapportering	1.2.1 Økoturismelogg			✓	✓	✓
		1.2.2 Tilbakemeldinger fra gjester	✓				
		1.2.3 Årlig gjennomgang			✓	✓	✓
		1.2.4 Statusrapport			✓	✓	✓
	1.3 Kartlegging	1.3.1 Lover, forskrifter og andre relevante krav	✓	✓		✓	✓
		1.3.2 Oversikt over naturverdier		✓	✓		
		1.3.3 Oversikt over kulturverdier		✓	✓		
	1.4 Grunnleggende kompetanse og opplæring	1.4.1 Lokalkunnskap		✓	✓		
		1.4.2 Grunnleggende kunnskap		✓	✓		
		1.4.3 Medarbeidersamling	✓				
	1.5 Særskilte krav til egne og innleide aktivitetsledere	1.5.1 Kunnskap gjennom opplæring og erfaring	✓				
		1.5.2 Kvalitetskrav til aktivitetsledere	✓				
		1.5.3 Allemannsretten og naturmangfoldloven	✓	✓	✓		✓
		1.5.4 Egenerklæring fra aktivitetsledere	✓				
		1.5.5 Aktivitetslederhåndbok					
2 Drift av en økoturismebedrift	2.1 Miljøbelastning fra drift	2.1.1 Oversikt over ressursbruk					

Table A.13 continued from previous page

KPI	8 Decent Work and Economic Growth	11 Sustainable Cities and Communities	12 Responsible Consumption and Production	13 Climate Action	15 Life on Land
2.2 Innkjøp og prioriteringer					
2.2.1 Gode rutiner for innkjøp		✓	✓		✓
2.2.2 Bevissthet om arter og verneverdige kulturminner		✓			
2.2.3 Underleverandører av tjenester	✓				
2.2.4 Stedstilpasning og materialbruk ved nybygg og istandsetting		✓			
2.3 Energiforbruk i bygg					
2.3.1 Energiforbruk		✓	✓	✓	
2.3.2 Fornybare energikilder		✓	✓	✓	
2.3.3 "Grønn strøm"		✓	✓	✓	
2.3.4 Klimaanlegg		✓	✓	✓	
2.3.5 Belysning			✓	✓	
2.3.6 Badstu, boblebad og badestamp			✓	✓	
2.3.7 Svømmebasseng			✓	✓	
2.3.8 Avisning av veier og gårdsplasser		✓			
2.4 Kjemikaliebruk					
2.4.1 Rengjøringsmetode			✓		
2.4.2 Vaske- og rengjøringsmidler			✓		
2.4.3 Dosering			✓		
2.4.4 Kjemikalietoalett			✓		
2.4.5 Strøing av veier og gårdsplasser		✓			
2.4.6 Insekt- og skadedyrmidler			✓		
2.4.7 Hage og uteområder		✓			✓
2.4.8 Miljømerket papir		✓	✓		
2.5 Avfallsreduksjon					
2.5.1 Engangsartikler og porsjonsforpakninger		✓	✓		
2.5.2 Gjenbruk av tekstiler, møbler og utstyr		✓	✓		

Table A.13 continued from previous page

KPI	8 DECENT WORK AND ECONOMIC GROWTH	11 SUSTAINABLE CITIES AND COMMUNITIES	12 RESPONSIBLE CONSUMPTION AND PRODUCTION	13 CLIMATE ACTION	15 LIFE ON LAND
2.5.3 Papirbruk		✓	✓		
2.5.4 Returflasker, gjenbruksflasker og annen emballasje		✓	✓		
2.5.5 Engangsgriller		✓	✓		
2.6 Bedriftens avfallshåndtering					
2.6.1 Sortering		✓	✓		
2.6.2 Oversikt over farlig avfall		✓	✓	✓	
2.6.3 Tilrettelegging for gjesters avfallssortering		✓	✓	✓	
2.7 Transport					
2.7.1 Kollektivtransport		✓		✓	
2.7.2 Grunnkrav for bruk av motorkjøretøy		✓		✓	
2.7.3 Anskaffelse av motorkjøretøy		✓			
2.7.4 Veterankjøretøy		✓		✓	
2.7.5 Bruk av motorkjøretøy ved transport av varer og utstyr til drift		✓		✓	
2.7.6 Bruk av motorkjøretøy ved transport av gjester		✓		✓	
2.7.7 Bruk av motorbåter ved organiserte aktiviteter		✓		✓	
2.7.8 Utleie av småbåter		✓			
2.7.9 Ikke-motoriserte fremkomstmidler		✓	✓	✓	
2.7.10 Klimakvoter		✓	✓	✓	
3 Natur- og kulturbruk					
3.1 Ferdsel i natur- og kulturlandskap					
3.1.1 Retningslinjer for aktivitet og ferdsel		✓	✓		
3.1.2 Planlegging av aktiviteter	✓		✓		
3.1.3 Rutevalg		✓			
3.1.4 Gruppestørrelse og besøksfrekvens					

Table A.13 continued from previous page

KPI		8 Decent Work and Economic Growth	11 Sustainable Cities and Communities	12 Responsible Consumption and Production	13 Climate Action	15 Life on Land
	3.1.5 Støy				✓	
	3.1.6 Rasting og telting	✓		✓		✓
	3.1.7 Grilling og bålbrenning			✓		✓
	3.1.8 Forsøpling				✓	✓
	3.1.9 Toalettforhold					
	3.1.10 Merking/skilting		✓	✓	✓	
3.2 Adferd i forhold til dyreliv	3.2.1 Forstyrrelse av dyreliv					✓
	3.2.2 Generelle retningslinjer i møte med ville dyr					✓
	3.2.3 Dyresafari og fugletitting					✓
	3.2.4 Mating og ville dyr					✓
3.3 Høsting av naturen	3.3.1 Bærekraftig sanking, jakt og fiske	✓		✓		✓
	3.3.2 Informasjon om høsting					✓
	3.3.3 Unngå spredning av sykdommer i vassdrag					✓
	3.3.4 Fiske i saltvann og ferskvann					✓
	3.3.5 Jakt					✓
	3.3.6 Høsting av bær og sopp					✓
4 Profil og marked — 4.1 Lokal forankring	4.1.1 Lokal bedrift	✓		✓		
	4.1.2 Aktiv deltaker i reiselivet lokalt	✓		✓		
	4.1.3 Lokal arbeidskraft	✓				
	4.1.4 Lokale råvarer			✓		
	4.1.5 Grunneiere	✓				
4.2 Profil og særpreg	4.2.1 En synlig økoturismebedrift	✓		✓		✓
	4.2.2 Krav til nettstedet					✓

Table A.13 continued from previous page

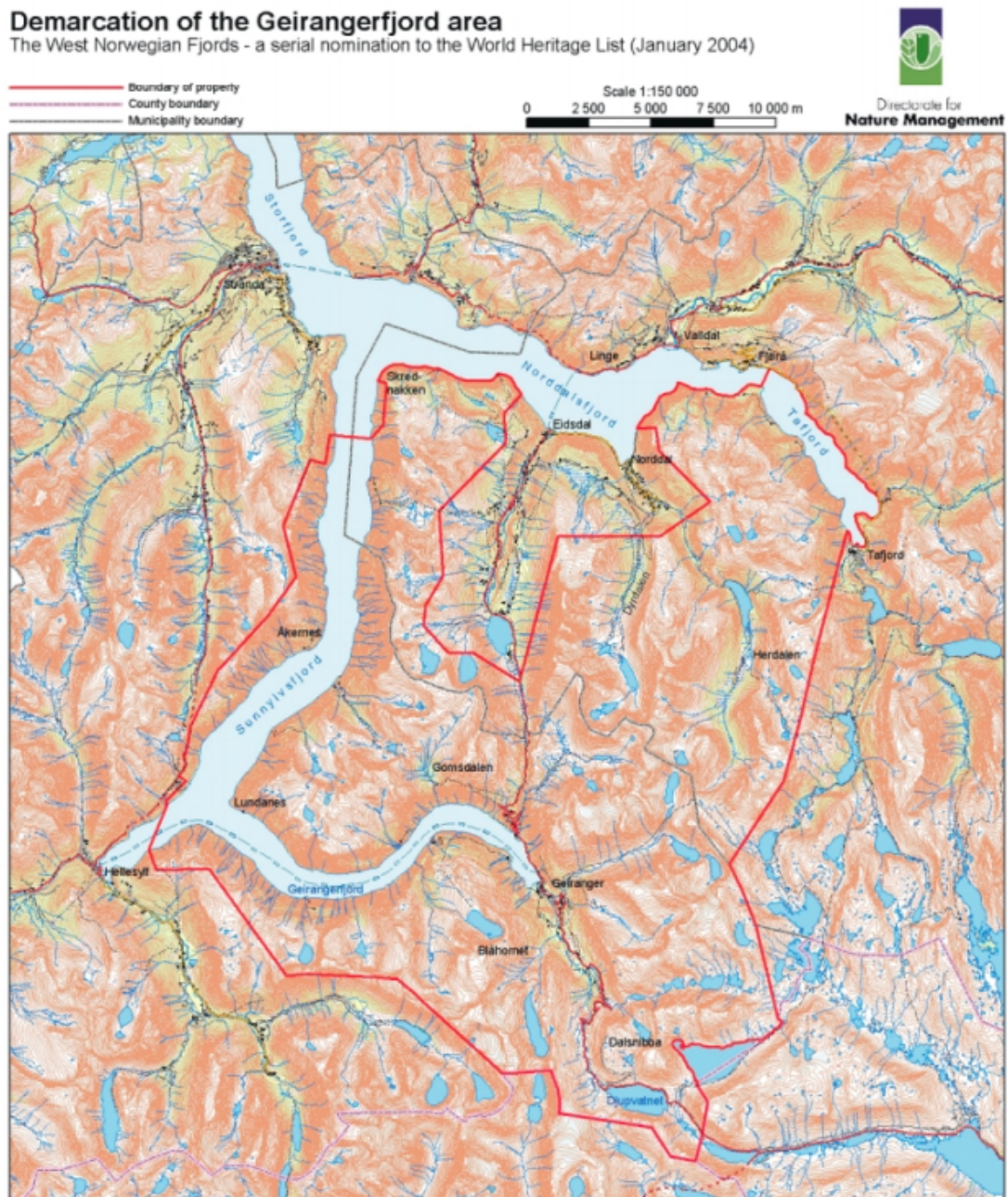| KPI	8 DECENT WORK AND ECONOMIC GROWTH	11 SUSTAINABLE CITIES AND COMMUNITIES	12 RESPONSIBLE CONSUMPTION AND PRODUCTION	13 CLIMATE ACTION	15 LIFE ON LAND
4.2.3 Fyldig informasjon i bedriften			✓		
4.2.4 Lokal mattradisjon med økologiske og lokale råvarer	✓		✓		
4.2.5 Presentasjon av mat			✓		
4.2.6 Lokal kultur og historie	✓		✓		
4.2.7 Suvenirer			✓		
4.2.8 Språk			✓		
4.2.9 Ivaretakelse av bygninger og andre kultur-minner	✓		✓		
4.3 Vertskap og service					
4.3.1 Vertskap			✓		
4.3.2 Formidling			✓		
4.3.3 Kundeløfte om tilgjengelighet	✓		✓	✓	
4.3.4 Oppfølging av kunder	✓		✓	✓	
4.4 Markedsføring					
4.4.1 Synlig profil i markedsføring			✓		
4.4.2 Informasjon og markedsmateriell			✓		
4.4.3 Prioritere miljøbevisste målgrupper			✓		
4.4.4 Pakker og markedsførte tilbud er tilrettelagt for lengre opphold			✓		
4.4.5 Markedssamarbeid med andre reiselivs-bedrifter	✓		✓		
4.4.6 Egne markedsaktiviteter og klimautfor-dringene		✓	✓	✓	
4.4.7 Klimaløftet		✓		✓	
4.4.8 Norsk Økoturismeforening	✓	✓	✓	✓	✓

Figure A.7: Geiranger and Nærøy fjord areas [89]

Figure A.8: Geiranger fjord area [89]

Enrique A Ruz Gamboa

Development and Application of a Scoring Methodology

NTNU
Norwegian University of
Science and Technology